



She stays healthier when she stays thin



Putting on weight—even a few pounds—can be a danger signal. But weight control as well as weight reduction requires your patient's cooperation. ALTEPOSE can help you, for it makes reducing easier. ALTEPOSE contains 'Propadrine' to curb appetite, thyroid to release tissue-bound water, 'Delvinal' to relieve irritability.

Each ALTEPOSE Tablet contains 50 mg. 'Propadrine' HCl, 40 mg. thyroid and 25 mg. 'Delvinal' vinbarbital.



MERCK SHARP & DOHME

DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

*Lift the depressed patient up to normal
without fear of overstimulation . . .*

with new

Ritalin

A HAPPY MEDIUM
IN PSYCHOMOTOR
STIMULATION



- Boosts the spirits, relieves physical fatigue and mental depression . . . yet has no appreciable effect on blood pressure, pulse rate or appetite.

Ritalin is a mild, safer central-nervous-system stimulant which gently improves mood, relieves psychogenic fatigue "without let-down or jitters . . ." and counteracts over-sedation caused by barbiturates, tranquilizing agents and antihistamines.

Ritalin is not an amphetamine. Except in rare instances it does not produce jitteriness or depressive rebound, and has little or no effect on blood pressure, pulse rate or appetite.

Reference: 1. Pocock, D. G.:
Personal communication.

RITALIN® hydrochloride
(methyl-phenidylacetate
hydrochloride CIBA)

*Average dosage: 10 mg.
b.i.d. or t.i.d. Although
individualization of
dosage is always of para-
mount importance, the
high relative safety of
Ritalin permits larger
doses for greater
effect if necessary.*

*Supplied: Tablets, 5 mg.
(yellow) and 10 mg.
(blue); bottles of 100,
500 and 1000. Tablets,
20 mg. (peach-colored);
bottles of 100
and 1000.*

2/21004

C I B A
SUMMIT, N. J.

Kolantyl

+ diet



= sound ulcer therapy

provides prolonged relief of ulcer pain.¹

Kolantyl: 1. Neutralizes acid, 2. Inhibits pepsin, 3. Relieves hypermotility and spasm through musculotropic action, 4. Relieves spasm through neurotropic action, 5. Forms protecting demulcent, 6. Inhibits lysozyme.

This combination of ulcer-combating ingredients in pleasant-tasting KOLANTYL Gel, or convenient tablets, makes rational its use as the medication of choice in peptic ulcer therapy.

Rx Information

Kolantyl

Gel and Tablets

Action:

*Bentyl** content affords spasmolysis and parasympathetic-depressant actions without the side effects of atropine.

Rapid, Prolonged Antacid Relief ... Balanced antacids — no laxation — no constipation

Proven Demulcent Action ... Helps protect normal cells, encourages cellular repair

Anti-enzyme Action ... Necrotic pepsin and lysozyme action checked

Composition:

Each 10 cc. of KOLANTYL Gel or each KOLANTYL tablet contains:
Bentyl Hydrochloride.....5 mg.
Aluminum

Hydroxide Gel400 mg.
Magnesium Oxide200 mg.
Sodium Lauryl Sulfate...25 mg.
Methylcellulose100 mg.

Dosage:

Gel — 2 to 4 teaspoonfuls every three hours, or as needed. Tablets — 2 tablets (chewed for

more rapid action) every three hours, or as needed.

Supplied:

Gel — 12 oz. bottles. Tablets — bottles of 100 and 1,000.

1. Johnston, R.L.: J. Indiana St. M.A. 46:869, 1953. 2. McHardy, G., and Browne, D.: Southern M. J. 45:1139, 1952.

*Merrell's distinctive antispasmodic that is more effective than atropine—free from side effects of atropine.²

THE WM. S. MERRELL COMPANY
New York • CINCINNATI • St. Thomas, Ontario

Merrell
Since 1828

*Pioneer in Medicine
for Over 125 Years*

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To lower the tension

and **Stabilize** it...

Rauwiloid® + Veriloid®

For moderate to severe hypertension. The combination permits long-term therapy with lower doses of Veriloid, greatly lessened side effects, and dependably stable response. Each tablet contains 1mg. Rauwiloid (alseroxylon), and 3mg. Veriloid (alkavervir). Initial dose, 1 tablet t.i.d., p.c.

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For severe, otherwise intractable hypertension, this single-tablet combination provides smoother, less erratic response to oral hexamethonium, thereby stabilizing reduced tension. Permits up to 50% less hexamethonium to exert full effect. Each tablet contains 1mg. Rauwiloid and 250mg. hexamethonium chloride dihydrate. Initial dose ½ tablet q.i.d.

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Better Tolerated

Combination Therapy



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FOR IMMEDIATE EFFECT!

in severe
asthmatic attacks

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'Thorazine' is available, as the hydrochloride, in 10 mg., 25 mg., 50 mg., 100 mg. and 200 mg. tablets; 25 mg. (1 cc.) and 50 mg. (2 cc.) ampuls; and syrup (10 mg./5 cc.); and, as the base, in 25 mg. and 100 mg. suppositories.

always carry 'Thorazine' Ampuls in your bag

Smith, Kline & French Laboratories, Philadelphia

*T.M. Reg. U.S. Pat. Off. for chlorpromazine, S.K.F.

in bursitis, tendinitis, tenosynovitis

DRAMATIC RELIEF OF PAIN AND DISABILITY **MY-B-DEN**

(adenosine-5-monophosphate)



pain is relieved...function returns...

swelling subsides...residual tenderness disappears

this is the response pattern in acute and subacute bursitis with only 7 or 8 injections.¹ An average of 9 injections in chronic calcified tendinitis produces "unusually good results."²

Literature available to physicians—write Medical Service Department.

references: (1) Rottino, A.: *Journal-Lancet* 71:237, 1951. (2) Susinno, A. M., and Verdon, R. E.: *J.A.M.A.* 154:239 (Jan. 16), 1954.

supplied: Sustained-Action MY-B-DEN (in gelatine solution): 10 cc. multiple dose vials, 20 mg. per cc. and 100 per cc., adenosine-5-monophosphate as the sodium salt for intramuscular use.
also available: MY-B-DEN Aqueous Solution Ampuls and MY-B-DEN Sublingual Tablets.



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125 mg. tetracycline per 5 cc.
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and 1 pint, packaged ready to
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READILY ACCEPTED delightfully
different fruit flavor . . .

RAPIDLY ABSORBED fine particle
dispersion—therapeutic blood
levels within one hour . . .

QUICKLY EFFECTIVE well-tolerated
tetracycline for prompt control
of a wide range of infections.

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an important
first step
in the care
of the
infant's skin

DESITIN[®] OINTMENT



No other product is more effective in healing the baby's skin and keeping it clear, smooth, supple, and free from

**diaper rash • dermatitis • intertrigo
heat rash • chafing • irritation • excoriation**

Soothing, protective, healing¹⁻⁵ Desitin Ointment — *rich in cod liver oil* — is the most widely used ethical specialty for the over-all care of the infant's skin.

May we send *samples* and literature?

DESITIN CHEMICAL COMPANY, Providence, R. I.

1. Grayzel, H. G., Heimer, C. B., and Grayzel, R. W.: New York St. J. Med. 53:2233, 1953. 2. Heimer, C. B., Grayzel, H. G., and Kramer, B.: Archives of Pediatrics 68:382, 1951. 3. Behrman, H. T., Combes, F. C., Bobroff, A., and Leviticus, R.: Ind. Med. & Surgery 18:512, 1949. 4. Sobel, A. E.: Scientific Exhibit, A.M.A. Meet, 1955. 5. Marks, M. M.: Missouri Med. 52:187, 1955.



Tubes of 1 oz.,
2 oz., 4 oz., and
1 lb. jars.

Desitin Ointment contains Norwegian cod liver oil, zinc oxide, talcum, petrolatum, and lanolin.

*Erythromycin in the treatment of osteomyelitis**

8/3/55

CASE SUMMARY

On 6/2/55, patient, male, age 28, fell on an old fracture and refractured the middle third of the right femur, superimposed on an old osteomyelitis.

On 7/7/55, the wound was saucerized and a hemolytic *S. aureus* (coag. +) was isolated from the osteomyelitis. Disc sensitivities were: penicillin, 10 units; erythromycin, 10 mcg.; tetracycline, 10 mcg.

On 7/15, the patient was placed on erythromycin therapy 400 mgm. q. 6. h. Patient afebrile after erythromycin started. X-rays showed evidence of healing with callus formation. No septicemia and clinical evidence indicates control of the infection.

On 8/3, the cast was removed and leg recast. Wound was in good condition with minimal drainage.

Diagnosis: fracture middle third of right femur, complicated by osteomyelitis.

Result: erythromycin aided healing of the old osteomyelitis and kept the infection under control.

* Communication to Abbott Laboratories

specific against
coccic infections

Specific—because you can actually pinpoint the therapy for coccic infections. That's because most bacterial respiratory infections are caused by staph-, strep- and pneumococci. And these are the very organisms most sensitive to ERYTHROCIN—even when in many cases they resist other antibiotics.



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(Erythromycin, Abbott)
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with little risk of
serious side effects

Low toxicity—because ERYTHROCIN rarely alters intestinal flora. Thus, your patients seldom get gastrointestinal side effects. Or loss of vitamin synthesis in the intestine. Virtually, no allergic reactions, either. *Filmtab* ERYTHROCIN Stearate (100 and 250 mg.), bottles of 25 and 100. *Abbott*



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portrait of a contented baby

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Strikingly similar to mother's milk in composition and ease of assimilation, babies thrive on SOYALAC.

Clinical data furnish evidence of SOYALAC'S value in promoting growth and development.

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BACTERICIDAL AND FUNGICIDAL WITHOUT SIDE EFFECTS

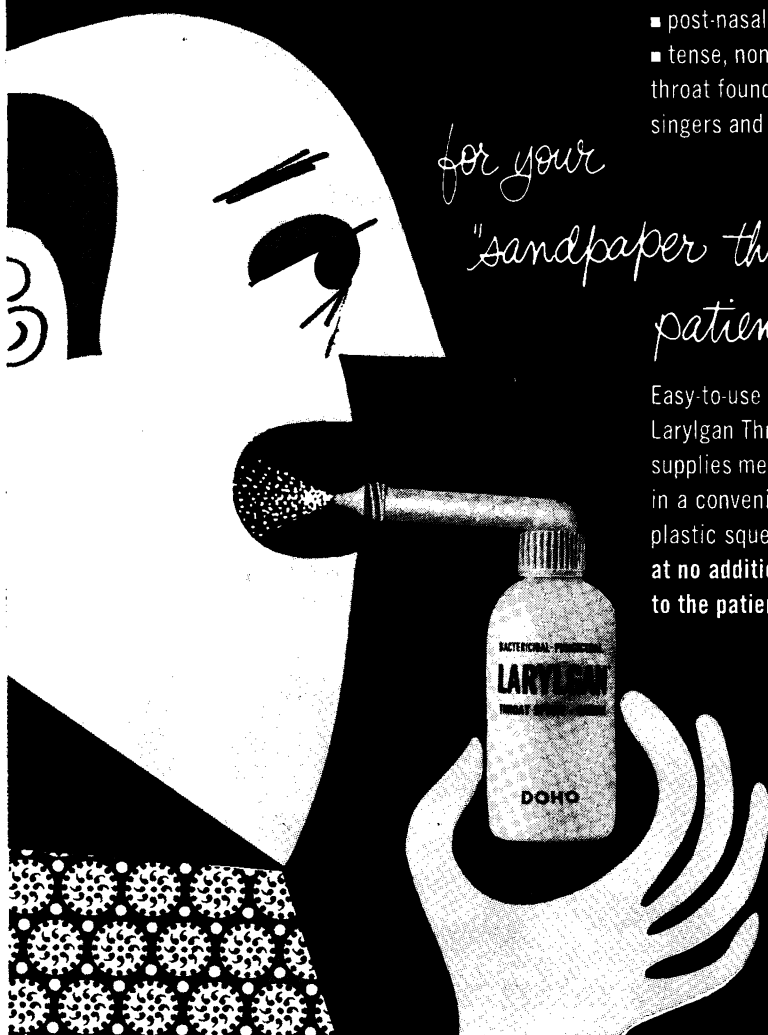
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For infectious and non-infectious sore throat involvements as:

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- post-tonsillectomy
- post-nasal drip
- tense, non-salivating throat found in actors, singers and artists

for your
"sandpaper throat"
patient

Easy-to-use
Larylzan Throat Spray
supplies medication
in a convenient
plastic squeeze atomizer,
**at no additional cost
to the patient.**



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NEW YORK 13, N.Y.

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Against Pathogen & Pain in urinary tract infections

Azo Gantrisin combines the single, soluble sulfonamide, Gantrisin, with a time-tested urinary analgesic - in a single tablet.

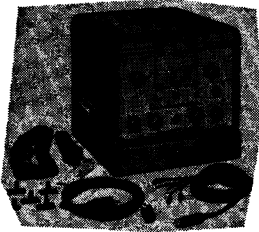
Prompt relief of pain and other discomfort is provided together with the wide-spectrum antibacterial effectiveness of Gantrisin which achieves both high urinary and plasma levels so important in both ascending and descending urinary tract infections.

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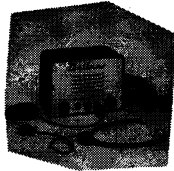
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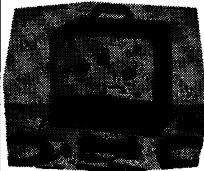
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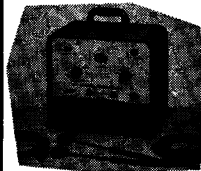
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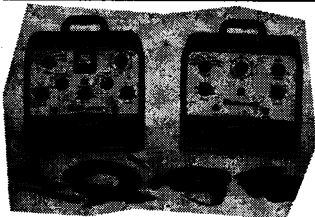
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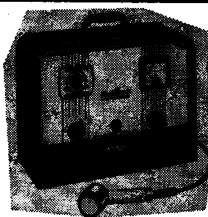
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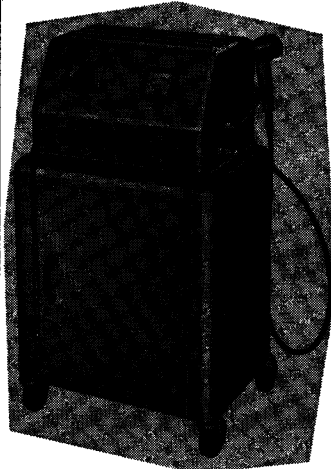
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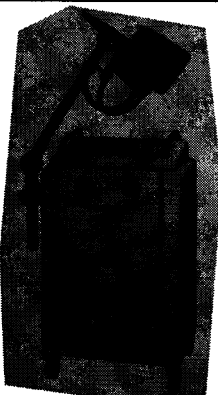
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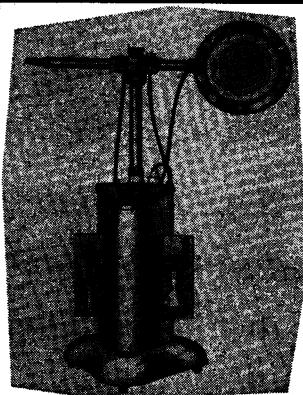
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anxiety is part of EVERY ILLNESS'

The physically sick patient faces two stresses—the sickness and the anxiety that it brings.¹ All too often, the anxiety is a threat to the patient's progress. It may intensify symptoms, give uncertainty to therapy, and impair rapport.

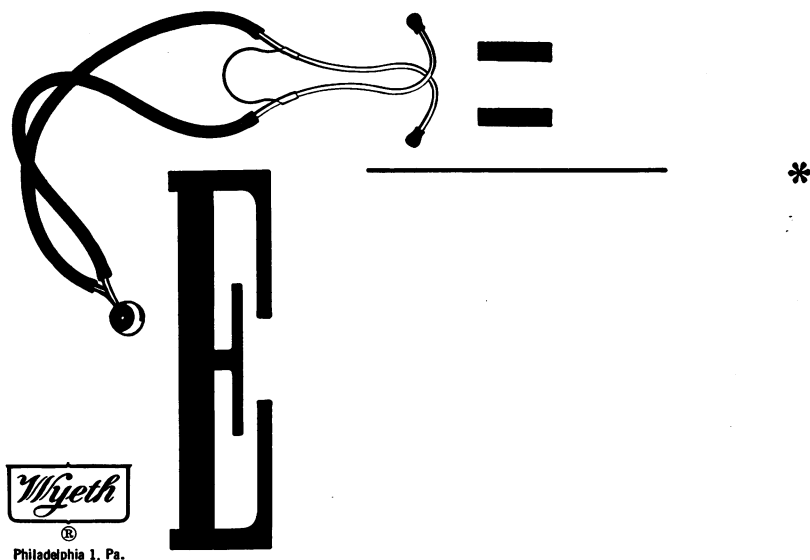
To combat the anxiety component of physical illness, EQUANIL promotes equanimity, relieves muscle tension, and encourages normal sleep.² By these specific actions, EQUANIL gives breadth to the treatment program—expands the physician's resources.

Supplied: Tablets, 400 mg., bottles of 50.

Usual Dose: 1 tablet, t.i.d.

1. Braceland, F.J.: Texas State J. Med. 51:287 (June) 1955.

2. Lemere, F.: Northwest Med. 54:1098 (Oct.) 1955.



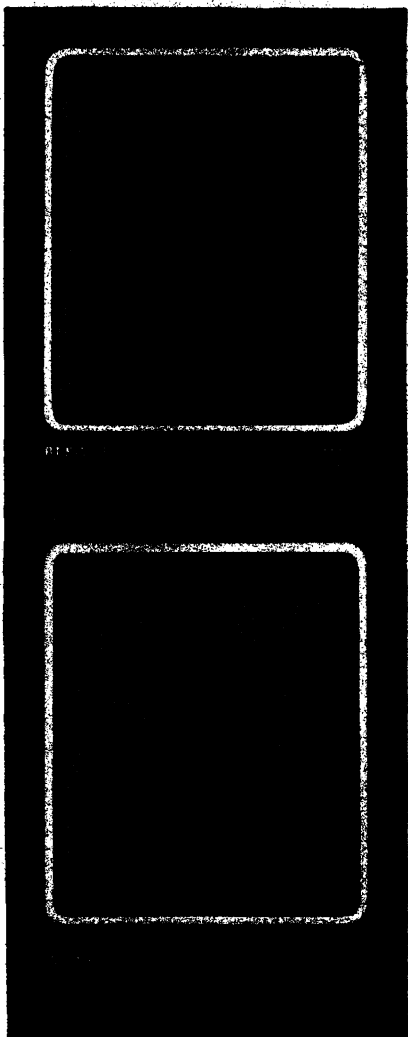
Meprobamate

(2-methyl-2-n-propyl-1,3-propanediol dicarbamate)

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anti-anxiety factor with muscle-relaxing action



STOPS
the silent agony
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in 98% of cases*

Breaking the itch-scratch-itch cycle is essential to control of pruritus ani. Topically applied Hydrolamins Amino Acid Ointment relieves itch *with anesthetic speed*—but without danger of tissue reaction.

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AMINO ACID OINTMENT

Hydrolamins offers an isotonic, specially selected combination of amino acids derived from lactalbumin in a vehicle of polyethylene glycol 1500. Hydrolamins buffers against local (bowel) irritants. It does *not* contain local anesthetics ("caines") or astringents.

SUPPLIED in 1 oz. (28 Gm.) tubes.



PHARMACEUTICAL COMPANY

CHICAGO 14, ILLINOIS

*Bodkin, L.G., and Ferguson, E.A., Jr.: Successful Ointment Therapy for Pruritus Ani, Am. J. Digest. Dis. 18:59 (Feb.) 1951.

**in
urinary
tract
infections
of
pregnancy**



*"Pyelonephritis is...one of the most
common complications of pregnancy."¹*

Furadantin[®]

BRAND OF NITROFURANTOIN

"Successful results were obtained in all pregnant patients."²

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NITROFURANS
a new class of antimicrobials
neither antibiotics nor sulfonamides

Average dose: one 100 mg. tablet,
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1 with food or milk on retiring.

Tablets: 50 and 100 mg., bottles
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References: 1. Kass, E. H.: Am. J. Med. **18**:764,
1955. 2. Diggs, E. S., Prevost, E. C., and Valderas,
J. G.: Am. J. Obst. **71**:399, 1956.

BREATHING ^{and} BALANCE



in bronchial asthma

Sterane[®]

brand of prednisolone

one of "the best therapeutic agents
now available"*

Supplied: White, 5 mg. oral tablets, bottles of 20 and 100. Pink, 1 mg. oral tablets, bottles of 100. Both are deep-scored.

*Schwartz, E.: New York J. Med. 56:570, 1956.

provides restoration of breathing capacity — Relief of symptoms [bronchospasm, cough, wheezing, dyspnea] is maintained for long periods with relatively small doses.*

minimal effect on electrolyte balance — "in therapeutically effective doses... there is usually no sodium or fluid retention or potassium loss."* Lack of edema and undesirable weight gain permits more effective therapy particularly for those with cardiac complications.

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Division, Chas. Pfizer & Co., Inc.

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as a potent, specific anti-arthritic

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**potent, specific
anti-arthritic**

Based on an impressive background of achievement attained over a period of four years involving both long-term and short-term therapy in all the major forms of arthritis, BUTAZOLIDIN is recognized as one of the most effective anti-arthritic agents currently available.

***relieves pain
improves function
resolves inflammation***

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Arobon[®]

Loose stools in infancy pose a common but vexing problem for every pediatrician and every mother. Symptoms may not reach the stage of watery diarrhea, yet may lead to a wide variety of annoying side effects. Loose stools may be readily controlled by Arobon without resorting to medications or drastic changes in formula.

Simply stir into the formula...pleasant tasting Arobon is not a drug...yet it is a most effective and safe antidiarrheal agent ...no contraindications.

In specific diarrheas Arobon checks symptoms quickly, before physiologic effects become dangerous. An excellent aid when antibiotics are called for.

Arobon is derived from specially processed carob flour high in naturally occurring lignin, hemicellulose and pectin. It provides 2.7 calories per gram.

Composition	Per cent
Lignin, hemicellulose, pectin.....	22.0
Starch.....	15.0
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Soluble carbohydrates.....	50.5
Protein.....	3.5
Fat.....	0.5
Minerals.....	2.0
Moisture.....	3.5



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Professional Products Division
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NOTABLE QUOTES

about CLISTIN in Allergy

"Carbinoxamine maleate produced the fewest complaints of drowsiness, as well as the lowest incidence of all side effects..."¹

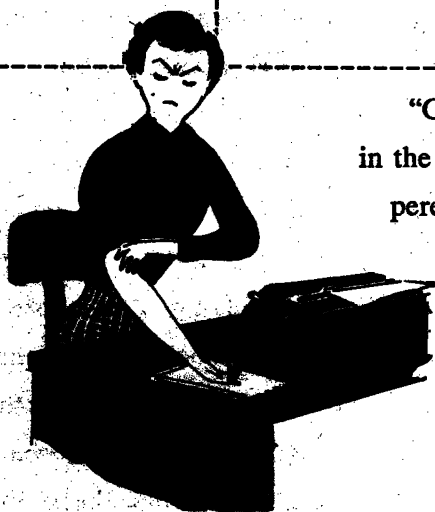
"...compares favorably with the most effective antihistaminic agents now available... produces less sedation than most..."²



"Undesirable side effects... were infrequent and usually mild in nature."³

"87 per cent reported some relief of their symptoms..."³

"Clistin Maleate is a potent antihistaminic drug with only weak sedative properties..."³



"Clistin has proved to be useful in the relief of symptoms caused by perennial allergic rhinopathy and in acute and chronic urticaria and pruritus."⁴

CLISTIN[®] MALEATE

(Carbinoxamine Maleate, McNeil)

Dosage forms:

- Tablets Clistin Maleate, 4 mg.
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LABORATORIES, INC.
Philadelphia 32, Pa.

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TREATED IN CLINICAL TESTS

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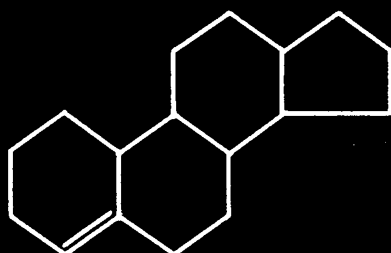
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with a much higher degree of *safety*
even when therapy is *prolonged*
at significant *economy* for the patient
enteric coating precludes gastric irritation



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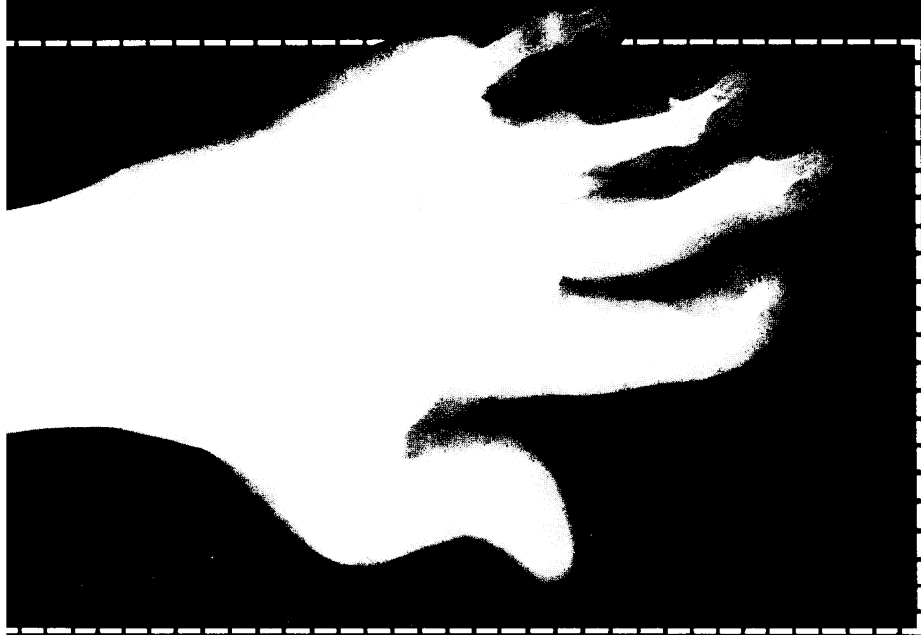


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Hydrocortisone (alcohol) . . .	2.5 mg.
Potassium salicylate (5 gr.) . .	0.3 Gm.
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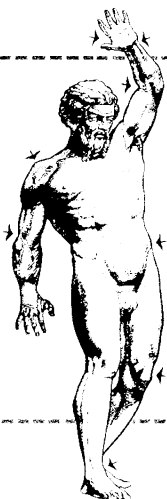
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*Barden, F. W. et al.: Journal of the Maine
Med. Assoc. 46:99, 1955.
Cass, L. J. et al.: Journal-Lancet 76:42, 1956.
Smith, R. T.: Journal-Lancet 70:192, 1950.

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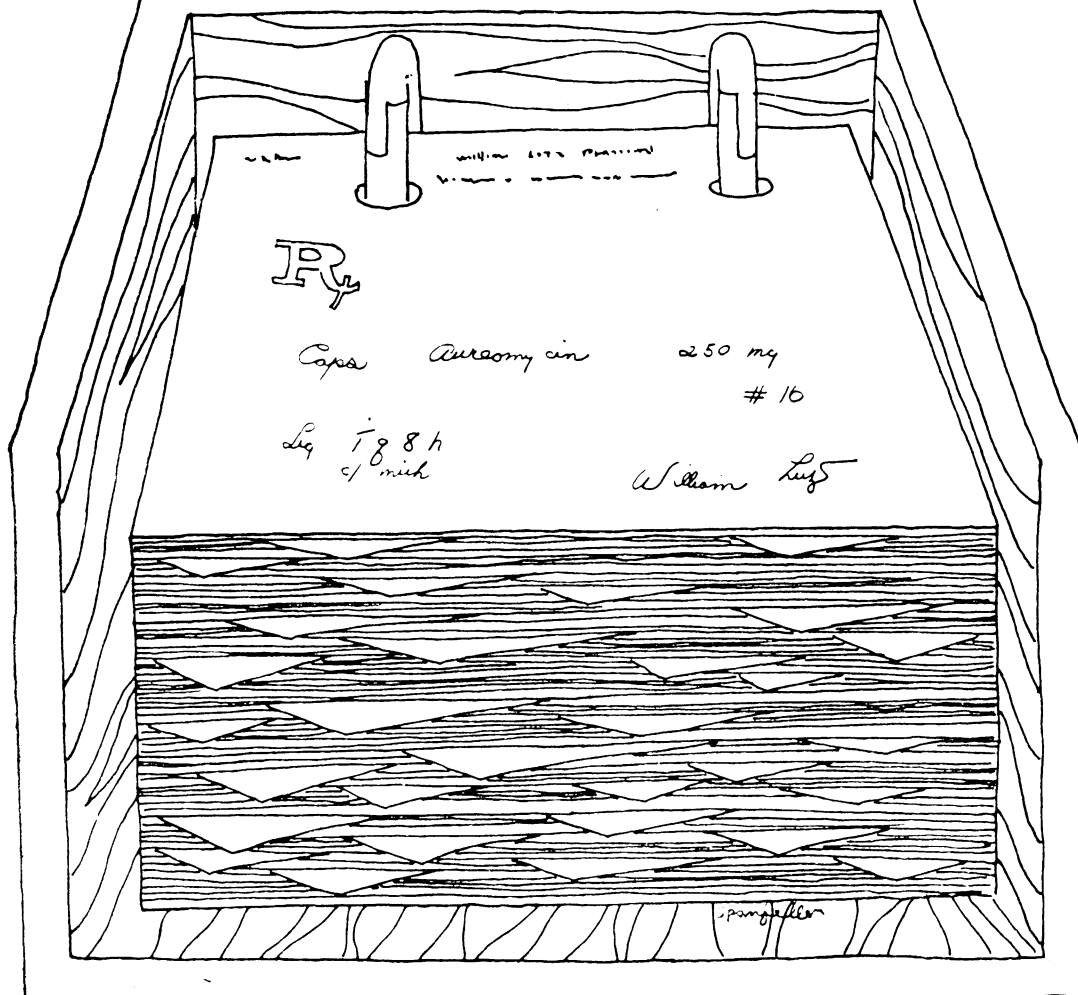
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Riboflavin (B ₂).....	2.5 mg.
Niacinamide.....	25 mg.
Pyridoxine (B ₆).....	0.5 mg.
Folic Acid.....	0.375 mg.
Calcium Pantothenate.....	5 mg.
Vitamin K (Menadione).....	0.5 mg.
Vitamin B ₁₂	1 mcgm.

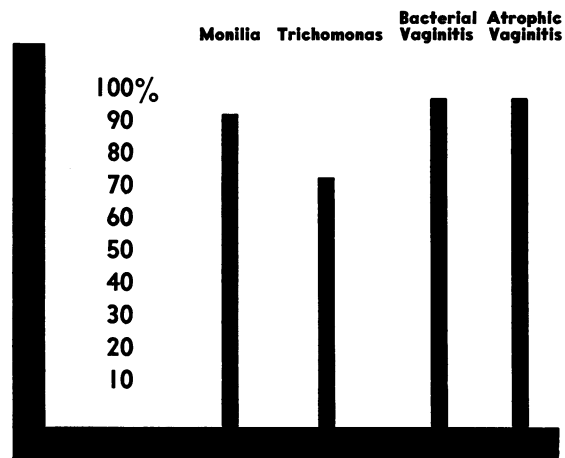
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Dihydroxyquinoline	100 mg. (1.5 gr.)
Sulfadiazine.....	500 mg. (7.5 gr.)
Diethylstilbestrol.....	0.1 mg.
Sodium lauryl sulfate..	6.54 mg.
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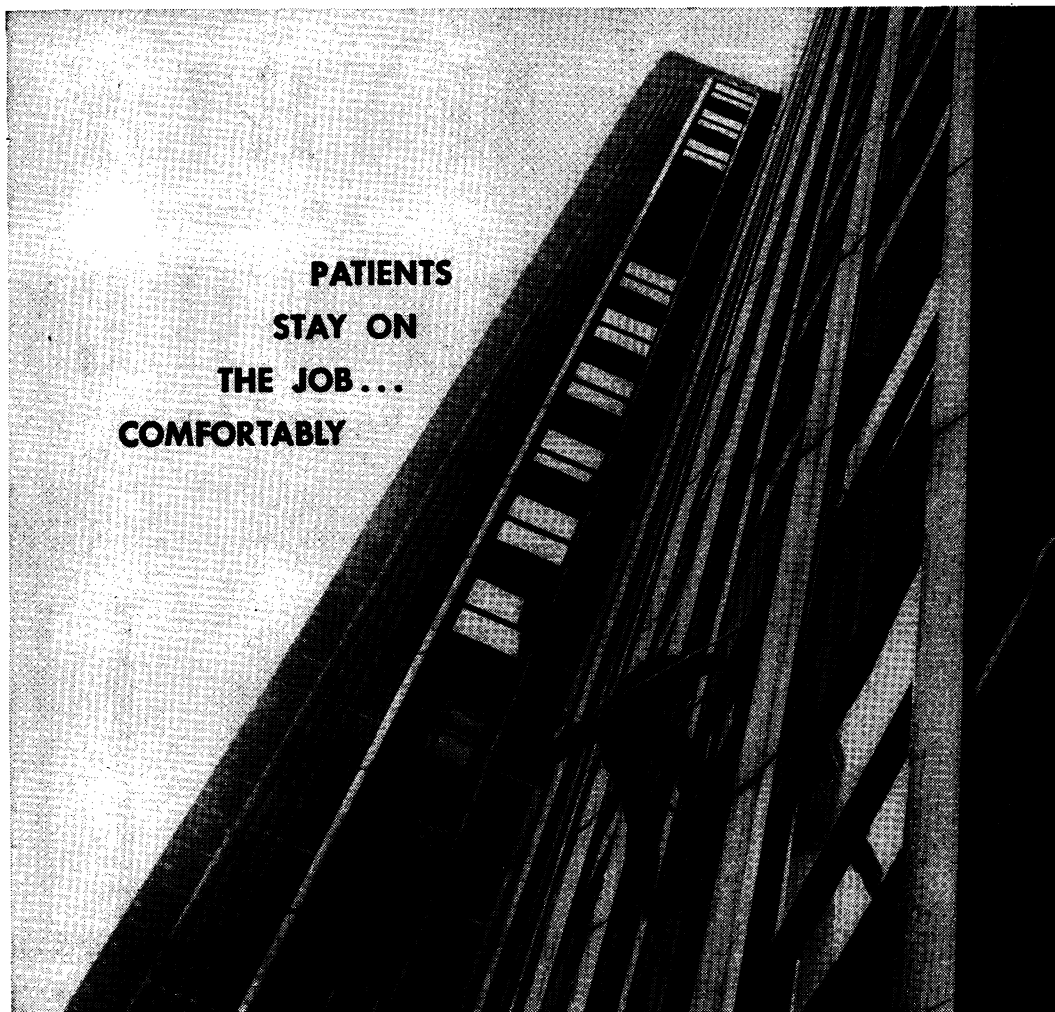
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for all types of vaginitis

MONILIA	*97%
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*Thomas G. Gready, Jr., M.D. From the Department of Obstetrics and Gynecology, Hermann Hospital, and the Baylor University, College of Medicine.



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The isolation of rescinnamine,¹ another potent alkaloid in *Rauwolfia serpentina*, has substantiated two important points:

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The dosage of Rauwiloid is simple and definite: Merely two 2 mg. tablets at bedtime. For maintenance, one tablet usually suffices.

1. Klohs, M.W.; Draper, M.D., and Keller, F.: Alkaloids of *Rauwolfia Serpentina* Benth. III. Rescinnamine, a New Hypotensive and Sedative Principle, *J. Am. Chem. Soc.* 76:2843 (1954).
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5. Smirk, F.H., and McQueen, E.G.: Comparison of Rescinnamine and Reserpine as Hypotensive Agents, *Lancet* 2:115 (July 16) 1955.

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when tense living causes G.I. distress



**When indigestion, pain, heartburn, belching
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Provides the selective spasmolysis of homatropine methylbromide (1/30 as toxic as atropine) plus the sustained sedation of phenobarbital, with virtual freedom from undesirable atropine effects.

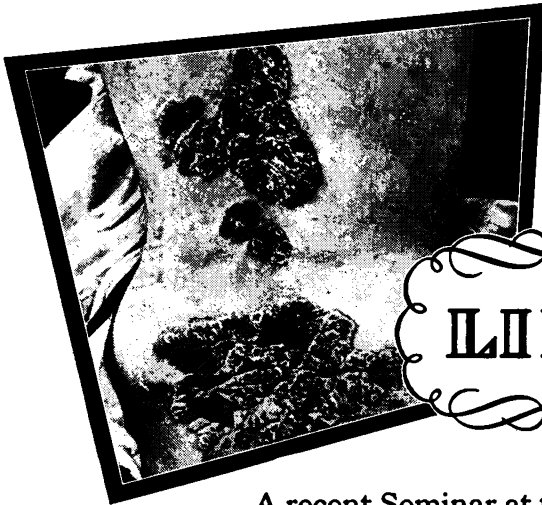
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an outstanding...
clinically effective...
ORAL preparation...

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A recent Seminar at the New York Academy of Sciences emphasized the general acceptance by distinguished authorities of the hypothesis that psoriasis depends for its development upon a disturbance of fat metabolism.¹

Clinical evidence indicates psoriasis may be due to a disturbance of the lipid metabolism, evidently caused by a deficiency of pancreatic enzymes.^{2,3,4}

LIPAN therapy is based upon replacement of pancreatic insufficiency.

LIPAN Capsules have been shown to be of benefit in 66.7% cases.

LIPAN — and nothing but *LIPAN*, as maintenance regimen may keep patients free of lesions.⁴

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1. Seminar, Psoriasis: N. Y. Academy of Sciences, Oct. 17, 1955.
2. Harris, O. J., et al. The Treatment of Psoriasis with Whole Defatted Pancreatic Substance. *New York Physician & American Medicine*, 37:4 (Nov. 1951).
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Novahistine works better than antihistamines alone. The distinct additive action of a vasoconstrictor with an antihistaminic drug combats allergic reactions...provides marked nasal decongestion and drying of secretion. Oral dosage avoids misuse of nose drops, sprays and inhalants...eliminates rebound congestion. Novahistine will not cause jitters or insomnia.

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brings the hemorrhoidal case
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and thereby gives a most useful response.
By relieving the pain, itching and
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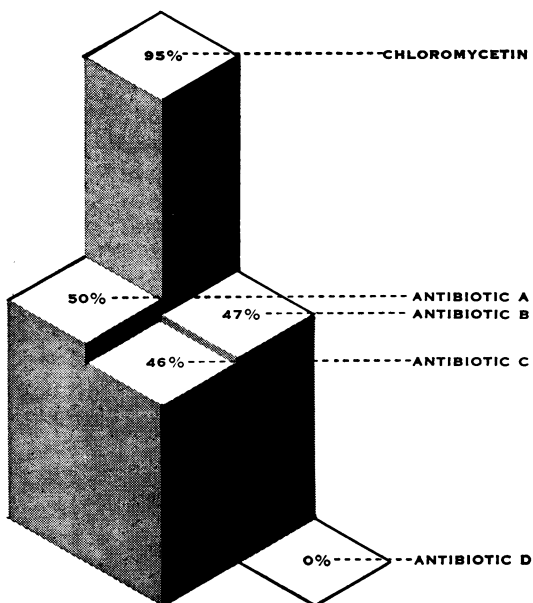
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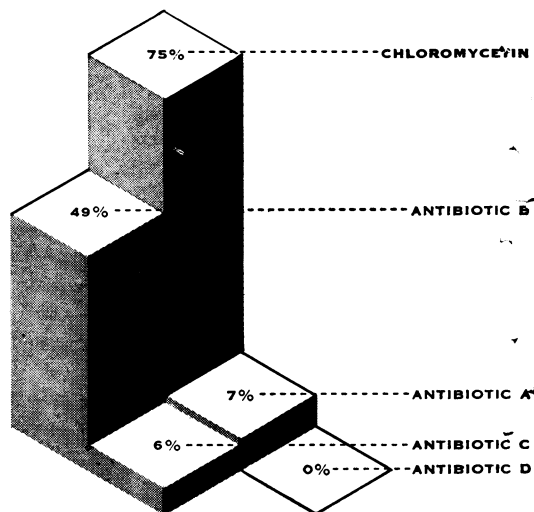
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SENSITIVITY OF COMMON PATHOGENS TO CHLOROMYCETIN AND FOUR OTHER MAJOR ANTIBIOTIC AGENTS*

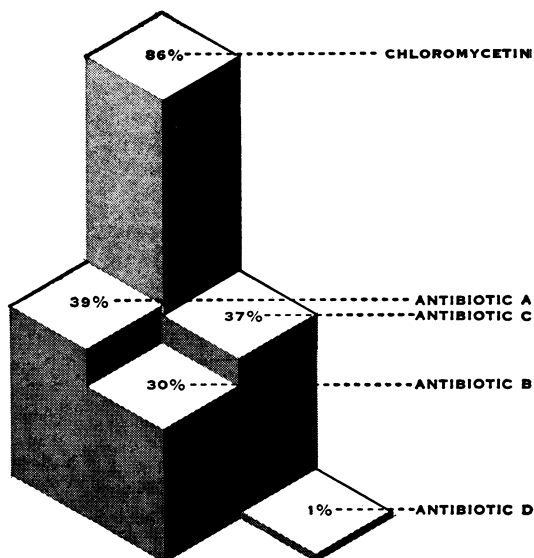


ESCHERICHIA COLI
(148-227 STRAINS)

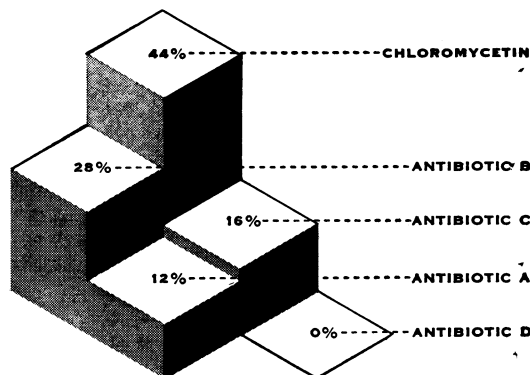


BACILLUS PROTEUS
(63-104 STRAINS)

AEROBACTER AEROGENES
(143-248 STRAINS)



PSEUDOMONAS AERUGINOSA
(39-70 STRAINS)



*This graph, based on *in vitro* studies, is adapted from Horton and Knight.

when more than one organism is involved...

Chloromycetin®

for today's problem pathogens

Therapeutic advantages of CHLOROMYCETIN (chloramphenicol, Parke-Davis) are especially appreciated when mixed infections are encountered because it provides highly effective antibiotic action both against gram-negative and against gram-positive pathogens.¹⁻⁷ CHLOROMYCETIN also acts against many pathogens which may grow when originally sensitive organisms have been suppressed.²

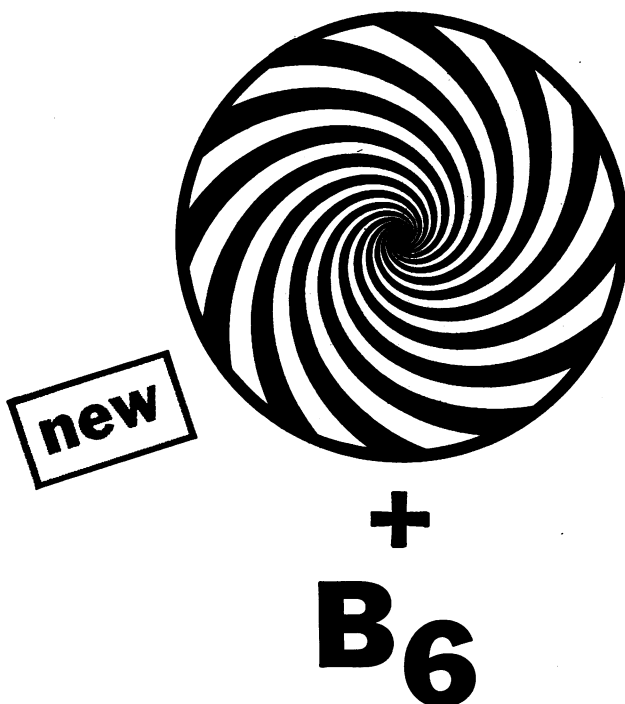
Unlike some antibacterial agents which are specific for one type of organism only, or others to which bacterial resistance readily develops, CHLOROMYCETIN demonstrates continued efficacy against a wide variety of commonly occurring microorganisms: "Sensitivity of many strains of pathogens to chloramphenicol [CHLOROMYCETIN] and limited tendency of these organisms to develop resistance to this antibiotic explain the effectiveness of chloramphenicol where other antibiotics and chemotherapeutic agents have failed."¹

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References: (1) Felix, N. S.: *Pediat. Clin. North America* 3:317, 1956. (2) Joron, G. E.; Fowler, A. F.; de Vries, J.; Reid, G., & Mathews, W. H.: *Canad. M. A. J.* 73:956, 1955. (3) Weil, A. J., & Stempel, B.: *Antibiotic Med.* 1:319, 1955. (4) Perry, R. E., Jr.: *North Carolina M. J.* 16:567, 1955. (5) Jones, C. P.; Carter, B.; Thomas, W. L., & Creadick, R. N.: *Obst. & Gynec.* 5:365, 1955. (6) Murphy, F. D., & Waisbren, B. A., in Murphy, F. D.: *Medical Emergencies: Diagnosis and Treatment*, ed. 5, Philadelphia, F. A. Davis Company, 1955, p. 557. (7) Altemeier, W. A.; Culbertson, W. R.; Sherman, R.; Cole, W.; Elstun, W., & Fultz, C. T.: *J.A.M.A.* 157:305, 1955. (8) Horton, B. F., & Knight, V.: *J. Tennessee M. A.* 48:367, 1955.



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Just one tablet a day, on rising or
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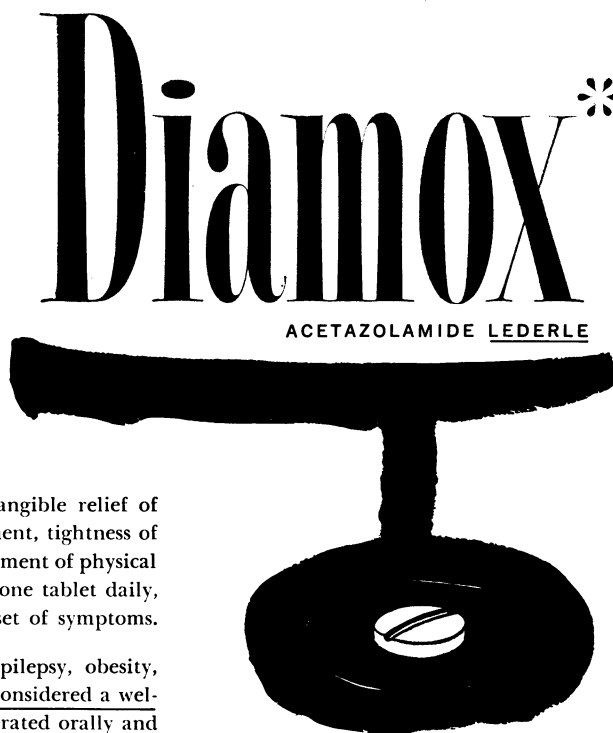
Each tablet of 'Maredox' contains:
'Marezine'® brand
Cyclizine Hydrochloride 50 mg.
Pyridoxine Hydrochloride 50 mg.



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another indication for



A single tablet of DIAMOX controls fluid retention with tangible relief of symptoms of premenstrual tension such as pelvic engorgement, tightness of skin, pruritis and headache. Patients report marked improvement of physical and emotional well-being on a simple regimen of DIAMOX: one tablet daily, beginning 5 to 10 days before menstruation, or at the onset of symptoms.

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Supplied: Scored Tablets of 250 mg. (Also in ampuls of 500 mg. for parenteral use in critical cases).

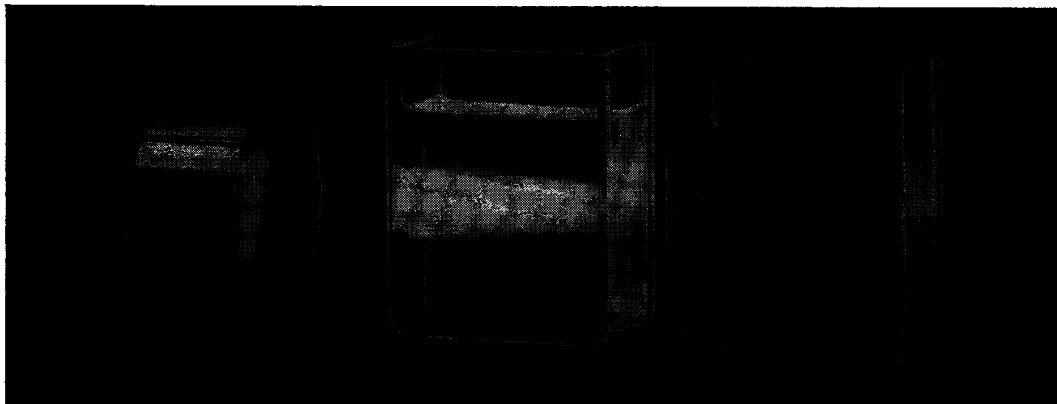
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THIRD REPORT



ANOTHER HIGHLIGHT ON LECITHIN – A NATURAL PHOSPHATIDE

Phosphatides – Clearing Agents of Blood Plasma

Phosphatides have been found in all vegetable and animal cells. There seems little doubt that they are part of the basic structure of protoplasm and also enter into cell metabolism. The most abundantly found phosphatides are the lecithins, whose surface active properties, when combined with proteins and carbohydrates, play an important role as physiologic emulsifiers of fats and oils.¹

The following considerations highlight the importance of *adequate lecithin plasma concentrations*.

Phosphatides together with cholesterol are found in plasma in combination with proteins and circulate as lipoproteins.² The phosphatides in plasma protein are believed to be highly essential for the stability of the complex colloidal system represented by blood plasma.³ A phosphatide content of 30% or more seems necessary to keep the plasma clear and non-lipemic;² lower concentrations will cause the plasma to remain cloudy. (In human plasma lecithin makes up about 80% of the phosphatides present; others are sphingomyelin and cephalin.²) A constantly cloudy, lipemic serum can be considered a sign of disturbed fat metabolism, which has been incriminated in the pathogenesis of many serious disturbances. Research on lecithin's potentially useful role in the management of the more complicated forms of deranged lipid and cholesterol metabolism – as in essential hyperlipemia, idiopathic familial hypercholesteremia, xanthomatosis and diabetes – is now being actively conducted. If you are interested in the progress of this research or if you desire to have clinical trial supplies, won't you write to us?

An excellent source of lecithin is Glidden's "RG" Oil-free Soya Lecithin, a highly purified extract containing a minimum of 95% phospholipids. It is packed in a specially designed 8 oz. container to maintain its purity and freshness and is available at your drugstore.

Investigators of lecithin have used quantities from 7.5 to 30 grams daily in divided doses (3 teaspoonfuls equal 7.5 grams).

Administration: "RG" Lecithin is presented in palatable granules which may be taken plain, in milk, in orange juice or other citrus juice, or sprinkled on cereal.

Literature available on request.

Bibliography: 1. West, E. S., and Todd, W. R.: Textbook of Biochemistry, New York, The Macmillan Company, 1952, p. 184. • 2. Drill, V. A.: Pharmacology in Medicine, New York, McGraw-Hill Book Company, Inc., 1954, p. 64/6. • 3. Ahrens, E. H., Jr., and Kunkel, H. G.: J. Exper. Med. 90:409 (Nov. 1) 1949.

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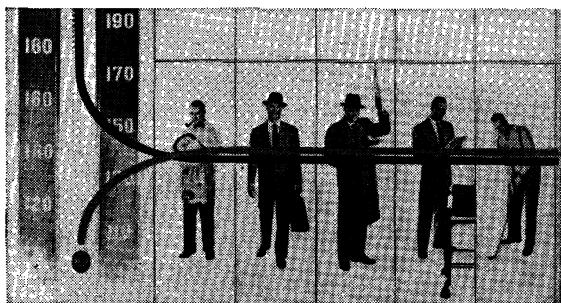
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An oral antihypertensive
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The same dose provides the same results . . . day after day.

INVERSINE, a secondary amine, is a new and extremely potent antihypertensive agent. It is totally unlike the poorly and erratically absorbed ganglionic blockers of the quaternary ammonium type and has the following clinically demonstrated properties:

1. *Excellent reproducibility* of effects.
2. *Most potent* of all available oral ganglionic blockers (10 to 20 times more potent than pentolinium and about 90 times more potent than hexamethonium).

3. *Smooth, predictable response:* In a given patient, the same dose of 'INVERSINE' elicits the same blood pressure response, time after time, with minimal day-to-day fluctuation.

4. *Remarkable physiologic economy* resulting in long duration of action, sustained effect.

5. *Gradual onset of effect.*

6. *Small oral dosage* produces required hypotensive effect.

7. *Effective* even in patients refractory to hexamethonium and other ganglionic blocking agents.

In all these respects, 'INVERSINE' differs greatly from all other available ganglionic blocking agents and is, in effect, in a unique category among anti-hypertensives.

CLINICAL STUDIES

'INVERSINE' has been used by many investigators on thousands of patients. In all this clinical work, this new and very potent agent has amply fulfilled its laboratory promise. By demonstrating reproducibility, high potency and smooth effectiveness with minimal fluctuation — all resulting directly from its complete absorption from the gastrointestinal tract — 'INVERSINE' has successfully circumvented many of the objections to the use of ganglionic blockade in hypertension.

In the opinion of one reviewer "... the most useful ganglionic blocking agent to be introduced is mecamlamine ('INVERSINE'). . . . This drug is completely absorbed when given by mouth and has such a gradual onset and offset of action that a continuous and effective level of blockade can readily be achieved. . . ."¹

Further, in one of many clinical trials,† "The over-all response rate was 92%, and 24% of the patients became normotensive."² Investigators have found 'INVERSINE' to be "... the most potent and effective of the three drugs in reducing the blood pressure. . . ." ['INVERSINE' and two other ganglionic blocking agents.]²

Moreover, following ganglionic blockade with 'INVERSINE,' some patients with hypertension may experience re-

lief of pre-existing headache and angina pectoris. Many patients with retinopathy, congestive heart failure and electrocardiographic abnormalities, have shown signs of improvement during treatment with 'INVERSINE.'

'INVERSINE' was thus shown to be most valuable in the management of hypertensive vascular disease.

SIDE EFFECTS

'INVERSINE' (mecamlamine), though comparatively nontoxic, is a very potent agent which must be used with care. Side effects observed during clinical use are due to excessive pharmacologic action. They may be minimized by careful adjustment of dosage and close supervision of the patient.

☆ ☆ ☆ ☆ ☆

Judged by any standard 'INVERSINE' (mecamlamine) is the most satisfactory agent in the treatment of hypertension by ganglionic blockade. It is the most potent and most reliable oral agent for the management of hypertension.

References:

1. Sturgis, C. C., et al.: Advances in Internal Medicine, J. Michigan M. Soc. 55:154 (Feb.) 1956.

2. Moyer, J. H. et al.: Drug Therapy of Hypertension: Preliminary Observations on the Clinical Use of Mecamlamine (A Ganglionic Blocking Agent) in Combination with Rauwolfia for the Treatment of Hypertension, Med. Rec. & Ann. 49:390 (Sept.) 1955.

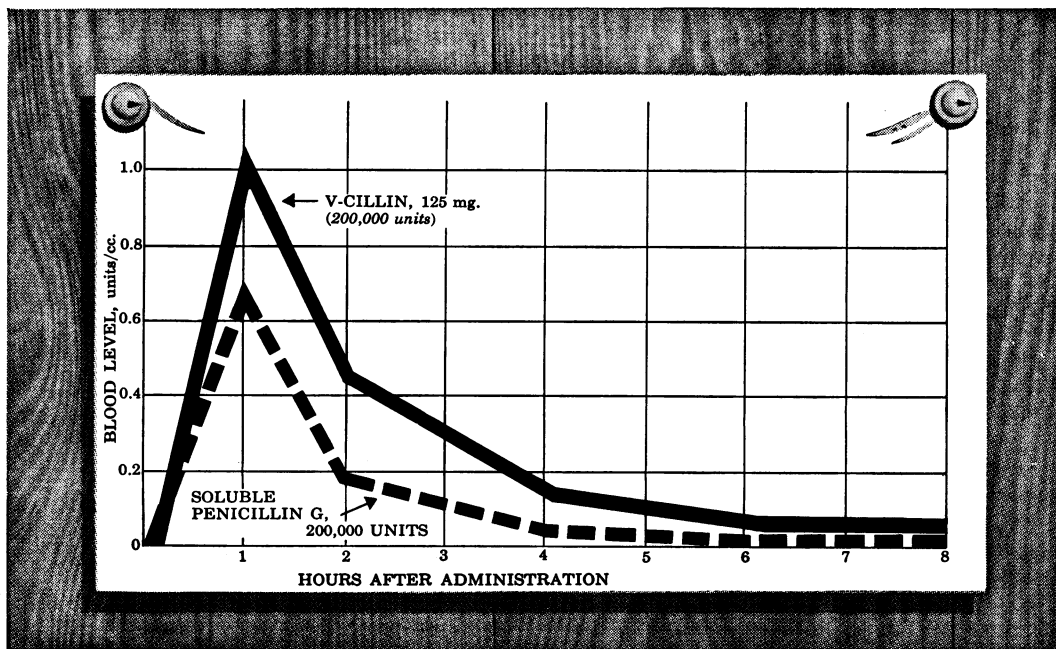
† In this clinical trial all patients were given, in addition to one of the ganglionic blocking agents, a constant daily amount of reserpine.

'INVERSINE' is the trademark of Merck & Co., Inc.



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(PENICILLIN V, LILLY)

'V-Cillin' was developed by the Lilly Research Laboratories to fulfill the need for an acid-resistant penicillin—for a more dependable and effective oral penicillin.

Gastric acidity does not significantly affect the potency of 'V-Cillin' ('V-Cillin' is an acid). In contrast, 50 percent of the potency of potassium penicillin G may be destroyed by gastric acids, in ten to thirty minutes. Thus, 'V-Cillin' eliminates a major variable in oral penicillin therapy, produces 50 to 100 percent higher blood levels, and makes the oral use of penicillin much more feasible.

In the duodenum, absorption of 'V-Cillin' begins immediately.

DOSAGE: 125 or 250 mg. t.i.d. May be administered without regard to mealtimes.

SUPPLIED: Pulvules—125 and 250 mg. Pediatric suspension—125 mg. per 5-cc. teaspoonful. Also, Tablets 'V-Cillin-Sulfa' (Penicillin V with Triple Sulfas, Lilly)—125 mg. 'V-Cillin' plus 0.5 Gm. triple sulfas.



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Ambassador Hotel

LOS ANGELES

April 28 - May 1, 1957

Papers for Presentation

If you have a paper that you would like to have considered for presentation, it should be submitted to the appropriate section secretary (see list on this page) no later than November 19, 1956.

Scientific Exhibits

Space is available for scientific exhibits. If you would like to present an exhibit, please write immediately to the office of the California Medical Association, 450 Sutter Street, San Francisco 8, for application forms. To be given consideration by the Committee on Scientific Work, the forms, completely filled out, must be in the office of the California Medical Association no later than December 1, 1956. (No exhibit shown in 1956, and no individual who had an exhibit at the 1956 session, will be eligible until 1958.)

SCIENTIFIC PAPERS

SCIENTIFIC EXHIBITS

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ALLERGY William J. Kerr, Jr.
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2932 North Fresno Street, Fresno

EAR, NOSE AND THROAT Seymour Brockman
2007 Wilshire Boulevard, Los Angeles 57

EYE Harold B. Alexander
14 West Valerio Street, Santa Barbara

GENERAL PRACTICE Thomas N. Elmendorf
Masonic Building, Willows

GENERAL SURGERY W. Kenneth Jennings
233 West Pueblo Street, Santa Barbara

INDUSTRIAL MEDICINE AND SURGERY . . Earle T. Dewey
600 Stockton Street, San Francisco 20

INTERNAL MEDICINE Donald W. Petit
960 East Green Street, Pasadena 1

OBSTETRICS AND GYNECOLOGY . . . Keith P. Russell
511 South Bonnie Brae, Los Angeles 57

ORTHOPEDICS Raymond M. Wallerius
2909 J Street, Sacramento 16

PATHOLOGY AND BACTERIOLOGY . . Dominic A. DeSanto
Mercy Hospital, San Diego 3

PEDIATRICS Sidney Rosin
6230 Wilshire Boulevard, Los Angeles 48

PSYCHIATRY AND NEUROLOGY . . . Howard A. Black
2901 Capitol Avenue, Sacramento 16

PUBLIC HEALTH James C. Malcolm
15000 Foothill Boulevard, San Leandro

RADIOLOGY Stanford B. Rossiter
1111 University Drive, Menlo Park

UROLOGY Edmund Crowley
1930 Wilshire Boulevard, Los Angeles 57

Pediatrics Clinics for the General Practitioner. Twenty weeks, October 9 through February 12, 1957, 8:30 to 9:30 a.m., Children's Hospital, Santa Anita Foundation Research Building Auditorium. Fee: \$40.00.

Bedside Clinics and Panel Discussions on Therapy in Internal Medicine. Los Angeles County Hospital, Thursdays, October 18 through January 24, 1957, 7:30 to 9:30 p.m. Twenty-four hours. Fee: \$65.00.

Cardiac Resuscitation. Sponsored by the Los Angeles County Heart Association each Wednesday throughout the year, 4 to 6 p.m. Residents admitted without fee. Tuition for all other physicians: \$30.00. (Each session all-inclusive.)

Conferences and Clinics in Endocrinology. All day, each day, November 29, 30 and December 1. Fee: \$65.00.

Conferences and Live Clinics in Diseases of the Liver and Biliary Tract. All day, each day, Friday, Saturday and Sunday, March 22, 23, and 24, 1957. Hotel Statler and Los Angeles County Hospital. Fee: \$65.00.

Contact: Phil R. Manning, M.D., Director, Postgraduate Division, University of Southern California School of Medicine, 2025 Zonal Avenue, Los Angeles 33. CApital 5-1511.

COLLEGE OF MEDICAL EVANGELISTS

Anesthesiology. Daily, full-time, six months, beginning each six months. Fee: \$300.

Surgical Anatomy, Dissection, Demonstration and Lectures. Monday and Wednesday, October 1, 1956 to June 5, 1957. 264 hours.

Surgical Anatomy, Dissection, Demonstration and Lectures on Upper and Lower Extremities. Monday and Wednesday, October 1, 1956 to January 9, 1957. 104 hours.

Surgical Anatomy, Dissection, Demonstration and Lectures. Wednesdays, October 3, 1956 to June 5, 1957. Seventy-four hours.

Surgical Anatomy, Demonstration and Lectures of Upper and Lower Extremities. Wednesdays, October 3, 1956 to January 9, 1957. Twenty-six hours.

General Urology. Mondays, October 1, 1956 to December 17, 1956. Twenty-four hours.

General and Surgical Pathology. Tuesday and Thursday, October 2, 1956 to June 4, 1957. 194 hours.

Traumatic and Minor Orthopedic Surgery. Tuesday and Thursday, October 2, 1956 to January 10, 1957. Thirty seven and one-half hours.

Roentgen Diagnosis and Therapy. Wednesday, October 3, 1956 to June 5, 1957. Thirty-three hours.

Surgical Physiology. Thursday, October 4, 1956 to June 6, 1957. Sixty-four hours.

Contact: Chairman, Section on Graduate and Postgraduate Medicine, College of Medical Evangelists, 1720 Brooklyn Ave., Los Angeles 33. Angelus 9-9131, Ext. 205.

CALIFORNIA MEDICAL ASSOCIATION POSTGRADUATE COURSES

SACRAMENTO VALLEY CIRCUIT, in cooperation with Stanford University School of Medicine:

Dunsmuir—Monday, October 21, 28, November 4, 11.

Chico—Tuesdays, October 22, 29, November 5, 12.

Marysville—Wednesday, October 23, 30, November 6, 13.

Auburn—Thursdays, October 24, 31, November 7, 14.

WEST COAST CIRCUIT in cooperation with University of Southern California School of Medicine:

San Luis Obispo—Mondays, February 18, 25, March 4, 11, 1957.

Santa Maria—Tuesdays, February 19, 26, March 5, 12, 1957.

Santa Barbara—Wednesdays, February 20, 27, March 6, 13, 1957.

POSTGRADUATE INSTITUTES, 1957

SOUTHERN COUNTIES (Riverside, Orange and San Bernardino) in cooperation with University of California, Los Angeles, February 14 to 15, 1957, Disneyland Hotel, Anaheim.

WEST COAST COUNTIES in cooperation with University of Southern California, March 7 to 8, 1957, Golden Bough Theater and La Playa Hotel, Carmel.

SAN JOAQUIN COUNTIES in cooperation with University of California, San Francisco, March 21 to 22, Hotel Californian, Fresno.

NORTH COAST COUNTIES in cooperation with Stanford University, April 11 to 12, 1957, Odd Fellows Hall, Santa Rosa.

SACRAMENTO VALLEY COUNTIES in cooperation with College of Medical Evangelists, June 20 to 21, 1957, Tahoe Tavern, Lake Tahoe.

Contact: Mrs. Margaret H. Griffith, Director, Postgraduate Activities, California Medical Association, 417 So. Hill St., Los Angeles 13.

Medical Dates Bulletin

SEPTEMBER MEETINGS

WASHINGTON STATE MEDICAL ASSOCIATION Annual Meeting, Olympic Hotel, Seattle, September 16-19. **Contact:** Mr. Ralph W. Neill, executive secretary, 1309 Seventh Ave., Seattle, Washington.

LANE MEDICAL LECTURES OF STANFORD UNIVERSITY SCHOOL OF MEDICINE, "Biochemical Experiments in Endocrinology" by Professor Sir Charles Dobbs, Courtauld Professor of Biochemistry at the Middlesex Hospital in London. Evenings, September 17 to 21. **Contact:** Windsor Cutting, M.D., dean, 2398 Sacramento Street, San Francisco 15.

KERN COUNTY HEART ASSOCIATION and KERN COUNTY MEDICAL SOCIETY Annual Heart Symposium, Saddle and Sirloin, Bakersfield, 7:30 p.m., September 18. **Contact:** Eldon E. Geisert, executive secretary, 2603 G Street, Bakersfield.

SAN DIEGO COUNTY GENERAL HOSPITAL TENTH ANNUAL POSTGRADUATE ASSEMBLY, September 19-20. **Contact:** Howard B. Kirtland, Sr., M.D., Chairman Postgraduate Committee, 3505 Fourth Avenue, San Diego 3.

THE AMERICAN ROENTGEN RAY SOCIETY, Statler Hotel, Los Angeles, September 25 to 28. **Contact:** Wilbur Bailey, M.D., chairman, Local Committee, 2009 Wilshire Blvd., Los Angeles.

CALIFORNIA SOCIETY OF INTERNAL MEDICINE ANNUAL MEETING, September 29, La Playa Hotel, Carmel. **Contact:** Mrs. Mildred B. Coleman, Assistant Secretary, Room 515, 350 Post Street, San Francisco 8.

OCTOBER MEETINGS

SAN FRANCISCO HEART ASSOCIATION Annual Postgraduate Symposium, October 3, 4, 5, 1956, St. Francis Hotel, San Francisco. *Contact:* Executive director, 604 Mission St., San Francisco.

AMERICAN CANCER SOCIETY, California Division, Annual Cancer Conference, October 4, 2 to 5 p.m., Fairmont Hotel, San Francisco. *Contact:* Otto Pflueger, M.D., Conference chairman, 384 Post St., San Francisco.

HERRICK MEMORIAL HOSPITAL Medical Staff Second Annual Postgraduate Symposium, 9 a.m.-5 p.m., October 5, Berkeley High School Little Theatre, Allston Way between Grove and Milvia, Berkeley, Calif. *Contact:* Administrator's Office, Herrick Hospital, Berkeley, or telephone: THornwall 5-0130.

AMERICAN COLLEGE OF SURGEONS Clinical Congress, San Francisco, October 8 to 12. *Contact:* American College of Surgeons Office, 40 E. Erie St., Chicago, Ill.

SAN DIEGO COUNTY HEART ASSOCIATION Professional Symposium, U. S. Naval Hospital Auditorium, Balboa Park, San Diego, October 9. *Contact:* O. Martin Avison, executive director, San Diego County Heart Association, 1651 Fourth St., San Diego 1.

LOS ANGELES COUNTY HEART ASSOCIATION 26th Annual Symposium on Heart Disease, Wilshire-Ebell Theatre, 4401 West 8th St., Los Angeles, October 10 and 11. *Contact:* Robert A. Pike, executive director, Los Angeles County Heart Association, 316 South Bonnie Brae, Los Angeles 57 or telephone DUnkirk 8-4127.

CALIFORNIA MEDICAL ASSOCIATION Regional Conference on Physicians and Schools, October 12 and 13, Santa Barbara. *Contact:* R. L. Thomas, assistant executive secretary, 450 Sutter Street, San Francisco.

CALIFORNIA ACADEMY OF GENERAL PRACTICE 8th Annual Scientific Assembly, Hotel Statler, Los Angeles, October 14, 15, 16, 17. *Contact:* William W. Rogers, executive secretary, California Academy of General Practice, 461 Market St., San Francisco.

CALIFORNIA MEDICAL ASSOCIATION second annual Conference on Physicians and Schools, Hacienda, Fresno, October 19 to 20. *Contact:* Robert L. Thomas, assistant executive secretary, California Medical Association, 450 Sutter St., San Francisco.

ALAMEDA-CONTRA COSTA DIABETES ASSOCIATION one-day Symposium on Oral "Insulinoids," October 22, Highland-Alameda County Hospital, Oakland. *Contact:* Institute for Metabolic Research, Highland-Alameda County Hospital, Oakland.

ORTHOPAEDIC HOSPITAL and RANCHO LOS AMIGOS RESPIRATORY CENTER jointly sponsor "A Seminar in Comprehensive Patient Care for Selected Neuromuscular Disabilities," October 22 to 26. All-day sessions beginning at 9:00 a.m. and one evening session, October 24. *Contact:* C. L. Lowman, M.D., Orthopaedic Hospital, 2400 S. Flower St., Los Angeles, or John Affeldt, M.D., Rancho Los Amigos, Hondo, Calif.

LETTERMAN ARMY HOSPITAL "Present Concepts in Internal Medicine," 8:00 a.m. to 4:30 p.m., October 29 to November 2. *Contact:* Major Max E. Knickerbocker, MSC, Chief of Education and Training Branch, Letterman Army Hospital, San Francisco.

NOVEMBER MEETINGS

LOS ANGELES UROLOGICAL ASSOCIATION Postgraduate Assembly, Ambassador Hotel, Los Angeles, November 12 to 16. *Contact:* Miss Vesta Fitzsimmons, executive secretary, 6253 Hollywood Blvd., Los Angeles 28.

VETERANS ADMINISTRATION HOSPITAL Conference on Pulmonary Diseases, each Thursday. *Contact:* William R. Haas, M.D., director, Professional Services, Veterans Administration Hospital, Oakland, Calif.

SONOMA COUNTY HEART ASSOCIATION Cardiovascular Symposium presented in cooperation with University of California Medical Extension, and Stanford University School of Medicine, Odd Fellows Hall, Santa Rosa, November 14. *Contact:* Thomas M. Torgerson, M.D., president, Sonoma County Heart Association, P. O. Box 844, Santa Rosa, Calif.

INTERIM SESSION, AMERICAN COLLEGE OF CHEST PHYSICIANS, Benjamin Franklin Hotel, Seattle, Washington, November 25 to 26. *Contact:* Murray Kornfeld, executive director, American College of Chest Physicians, 112 East Chestnut Street, Chicago 11, Illinois.

CALIFORNIA CONFERENCE OF LOCAL HEALTH OFFICERS semi-annual meeting, Sacramento, November 27 to 28. *Contact:* Donald G. Davy, M.D., State Department of Public Health, 2151 Berkeley Way, Berkeley.

1957 MEETINGS

CALIFORNIA RURAL HEALTH COUNCIL Third Annual Conference on Rural Health, January 25 and 26, Hotel Senator, Sacramento. *Contact:* Glenn Gillette, associate director, Public Relations, California Medical Association, 450 Sutter Street, San Francisco.

AMERICAN FEDERATION FOR CLINICAL RESEARCH, Wednesday afternoon and Thursday morning, January 30 to 31, Golden Bough Theater and La Playa Hotel, Carmel.†

WESTERN ASSOCIATION OF PHYSICIANS, Wednesday morning and Friday afternoon, January 30 and February 1, Golden Bough Theater, La Playa Hotel, Carmel.†

WESTERN SOCIETY FOR CLINICAL RESEARCH, Wednesday afternoon, Thursday and Friday mornings, Golden Bough Theater and La Playa Hotel, Carmel.†

SOCIETY OF GRADUATE SURGEONS OF LOS ANGELES COUNTY Surgical Forum, March 4 to 8, Ambassador Hotel, Los Angeles. *Contact:* Wm. F. Roe, M.D., 14431 Hamlin St., Van Nuys, Calif.

REGIONAL MEETING INTERNATIONAL COLLEGE OF SURGEONS, Santa Barbara, California, April 1 to 2. *Contact:* Ross V. Parks, M.D., 1930 Wilshire Blvd., Los Angeles 57.

LETTERMAN ARMY HOSPITAL "Surgery in Acute Trauma," 8 a.m. to 4:30 p.m., April 1 to 3.‡

LETTERMAN ARMY HOSPITAL "Oral Surgery," 8 a.m. to 4:30 p.m., April 22 to 26.‡

CALIFORNIA MEDICAL ASSOCIATION Annual Meeting, Ambassador Hotel, Los Angeles, April 28 to May 1. *Contact:* John Hunton, executive secretary, 450 Sutter St., San Francisco 8, or Ed Clancy, director of Public Relations, 417 S. Hill St., Los Angeles 13.

† For information contact: Joseph Ross, M.D., associate dean, UCLA Medical Center, Los Angeles 24.

‡ Contact: Major Max E. Knickerbocker, MSC, Chief of Education and Training Branch, Letterman Army Hospital, San Francisco.

Notes on the Diagnosis and Management of "Dizziness"

III. Ménière's Syndrome



1. Paroxysmal Whirling Vertigo. *This consists of sudden attacks of dizziness, often when the patient is at rest or asleep. The patient may feel that he himself is whirling or that fixed objects about him are whirling. The attack usually lasts for a few minutes; occasionally it is severe for weeks or subacute for months.*



2. Subtotal Hearing Loss. *Deafness will usually affect the high tones and it may be unilateral or bilateral. Sometimes the hearing loss is severe and also progressive.*



3. Tinnitus. *This is usually unilateral and present in the ear with greater hearing loss and is without a definite pattern.*

Fewer diagnostic errors¹ will result if a "triad of symptoms" is required of patients with suspected Ménière's syndrome. These are the symptoms of typical Ménière's syndrome:

1. Severe paroxysmal vertigo which may be of two types; either the patient feels that he is whirling or that objects about him are whirling.
2. Fluctuating subtotal hearing loss, usually affecting the higher tones, is noted at the same time as vertigo.
3. Tinnitus, usually unilateral, is associated with the deafness and dizziness.

With Ménière's syndrome there is no definite localization² by the Bárány (vestibular reaction) test and results of the caloric test are not diagnostic. Physical examination should rule out disease of the central nervous or cardiovascular systems before a diagnosis is made.

"Treatment with Dramamine® . . . is effective³ in aborting and preventing attacks of Ménière's syn-

drome . . . will prevent or arrest attacks of vertigo. It will also reduce the intensity of the tinnitus and so may save some of the hearing in the affected ear."

Dramamine is recommended for Ménière's syndrome as the sole therapy or in combination with other treatment programs.

It is a therapeutic standard also for motion sickness and is useful for relief of nausea and vomiting of radiation sickness and fenestration procedures.

Dramamine (brand of dimenhydrinate) is supplied in tablets (50 mg.); Supposicones® (100 mg.); ampuls (250 mg.); liquid (12.5 mg. in each 4 cc.). G. D. Searle & Co., Research in the Service of Medicine.

1. DeWeese, D. D.: Symposium: Medical Management of Dizziness. The Importance of Accurate Diagnosis, Tr. Am. Acad. Ophth. 58:694 (Sept.-Oct.) 1954.

2. Jackson, C., and Jackson, C. L. (editors): Diseases of the Nose, Throat, and Ear, Philadelphia, W. B. Saunders Company, 1945, pp. 368; 414.

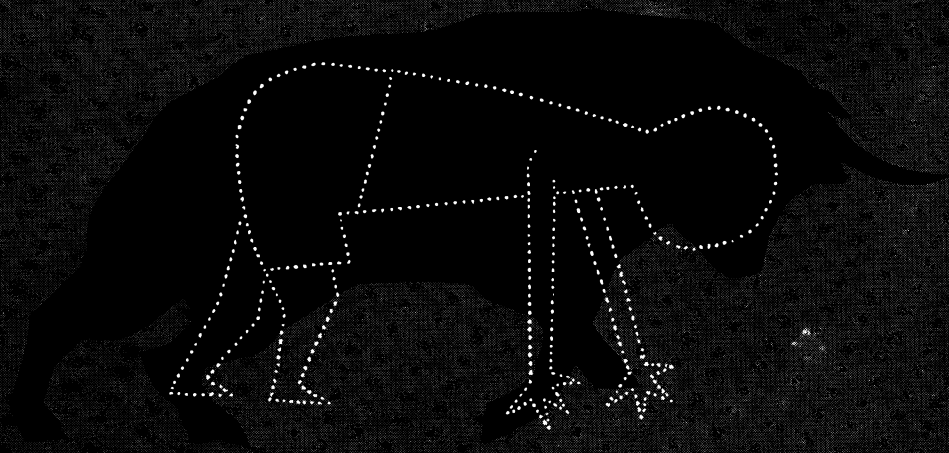
3. Queries and Minor Notes: Ménière's Syndrome, J.A.M.A., 141:500 (Oct. 15) 1949.

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Supplied in 6-cc. bottles with new, flexible plastic dropper.

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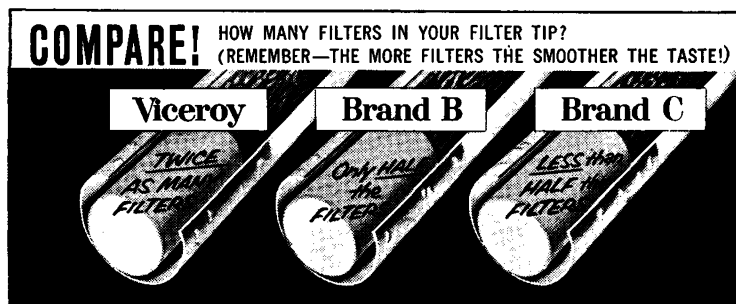
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PHYSICIANS WANTED

CALIFORNIA LICENSED PHYSICIAN SURGEONS WANTED: Contact us for registration forms and information on our many excellent opportunities in California. Outstanding openings in GENERAL PRACTICE, INDUSTRIAL AND THE SPECIALTIES . . . associations, assistantships, groups, locations for private practice in NORTHERN, CENTRAL AND SOUTHERN CALIFORNIA. PACIFIC COAST MEDICAL BUREAU, 703 Market Street, SAN FRANCISCO, or 510 West Sixth Street, LOS ANGELES.

WANTED COUNTY PHYSICIAN. Salary \$900.00 per month, with living quarters for family, or \$1,000 per month without quarters. Excellent opportunity for further experience in General Practice and Surgery. Please write Yolo General Hospital, Woodland, California, or telephone 2-2851.

GENERAL PRACTITIONER—California, growing area about 80 miles from San Francisco. New Office. To practice together with 3 other doctors. Pleasant surroundings. Start on salary and then have own practice. Box 92,285, California Medicine.

INTERNIST—CERTIFIED OR ELIGIBLE, six man group practice in own hospital with best facilities. For personal interview telephone B. Gene Morris, M.D., Indio 7-3502, Indio, California.

MEDICAL EXAMINER wanted by San Bernardino County to perform pre-employment and other physicals. Beginning salary \$713 with increases to \$886. Paid vacations, holidays and sick leave; retirement plan and part-paid health insurance. For further details, write San Bernardino County Civil Service office, 236 Third Street, San Bernardino, California.

MANY EXCELLENT OPPORTUNITIES in all SPECIALTIES and GENERAL PRACTICE throughout the WEST. Please contact Norma Rohl, THE MEDICAL CENTER AGENCY, 26 O'Farrell Street, San Francisco, YUkon 2-3412.

ORTHOPEDIST—in a rapidly expanding area in middle of California. Salary for 6 months or a year. To take over own practice after that. Good facilities. Box 92,990, California Medicine.

OPENINGS FOR A PEDIATRICIAN and an **OTOLARYNGOLOGIST** in an expanding specialty clinic in Central Washington. Partnership in two years. Box 92,195, California Medicine.

PEDIATRICIAN, BOARD CERTIFIED OR QUALIFIED. Well established group, Brentwood, West Los Angeles. Independent practice available from outset. Ideal working conditions, fast start. Box 92,275, California Medicine.

THERE IS A VACANCY for the position of staff psychiatrist at Compton Sanitarium, a 90-bed psychiatric hospital approved for residency training. Active service. Experience in both somatic therapies and dynamic psychiatry required. Salary open. Opportunities for private practice. Write to G. Creswell Burns, M.D., Medical Director, 820 West Compton Blvd., Compton, California.

HOSPITAL FOR SALE

FOR SALE: 25 BED HOSPITAL, located in San Luis Obispo, California. For information write the Bank of America NT&SA, Salinas, California.

SITUATIONS WANTED

GENERAL PRACTITIONER—Main interest surgery. Age 45. 20 years practice Middle West. Desires relocation in California. Association or purchase of active practice. California licensed. Box 92,125, California Medicine.

CALIFORNIA LICENSED G. P. who recently completed internship desires location in Northern California town of 5,000 or more, preferably within 100 miles of San Francisco. Prefer own office but will consider association. Protestant, married, 2 children. Box 92,995, California Medicine.

INTERNIST, 31, diplomate of American Board of Internal Medicine, married with 3 children, desires association and eventual partnership with small group or established internist. Available on leaving service May 1957. Licensed in California and will consider any offer in State. Bank and professional references exchanged. Box 92,085, California Medicine.

OBSTETRICIAN-GYNECOLOGIST. Age 32. Single. Board eligible. Licensed in California, Pennsylvania. University of Pennsylvania trained. Desires association with Individual, Group, or Clinic. Diplomate of National Boards. Military Service completed. Available September 15, 1956. Prefers San Francisco or Bay Area. Will consider any California location. Reply to Box 92,255, California Medicine.

UROLOGIST: BOARD CERTIFIED, age 38, married, Category IV. Capable. Experienced. Would like association with established Urologist, clinic, or group. Can appear for personal interview. Best references. Box 92,170, California Medicine.

PROFESSIONAL AND TECHNICAL AIDES

LABORATORY TECHNICIAN: California license or eligible. Well equipped busy Laboratory, 500-bed Tuberculosis Sanatorium, 40 miles from Sacramento, 80 miles from Lake Tahoe. \$342-\$415 starting salary, depending on experience. Weimar Joint Sanatorium, Weimar, California.

WANTED—LABORATORY TECHNICIAN, licensed or qualified. 75 bed general hospital. Pathologist directed laboratory. Pleasant rural community of 10,000. \$325-375 plus calls. Write Miss Lucille Mahoney, Chief Technician, Watsonville Community Hospital, Watsonville, California.

PRACTICES FOR SALE

OPENING FOR YOUNG PHYSICIAN to take over twenty years established active general practice in a county seat city of 15,000 population. Fully equipped office. Excellent hospitals and schools. Wonderful place to raise a family. Terms. Box 92,270, California Medicine.

GENERAL PRACTICE: Active general practice established for over 30 years in Medical Building in downtown San Francisco. Would agree to stay with buyer as long as necessary. Completely equipped office including three (3) treatment rooms, waiting room, consultation room, and nurse's office. Terms may be arranged. Box 92,215, California Medicine.

GENERAL PRACTICE, on beautiful Monterey Bay, stable agricultural community with 23,000 in area, low rent, well established, available now. Will introduce. Small initial investment required. Excellent community hospital, very good schools. Leaving to specialize. Box 93,015, California Medicine.

GENERAL PRACTICE; excellent located four-room office in one of the fastest growing communities in U.S.A., 55,000 population at present, close to beach and mountains. Gross excess of \$36,000 yearly. Immediate possession. \$5,000 includes equipment. Will introduce. Franz Pohl, M.D., 106 North Claudina Street, Anaheim, California.

OB-GYN PRACTICE in San Joaquin valley town of 20,000. Available immediately to qualified man. Terms open. Box 93,005, California Medicine.

(Continued on Page 69)

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- HIGH IN READILY ASSIMILATED PROTEIN
- FORTIFIED WITH VITAMINS A AND D AND IRON

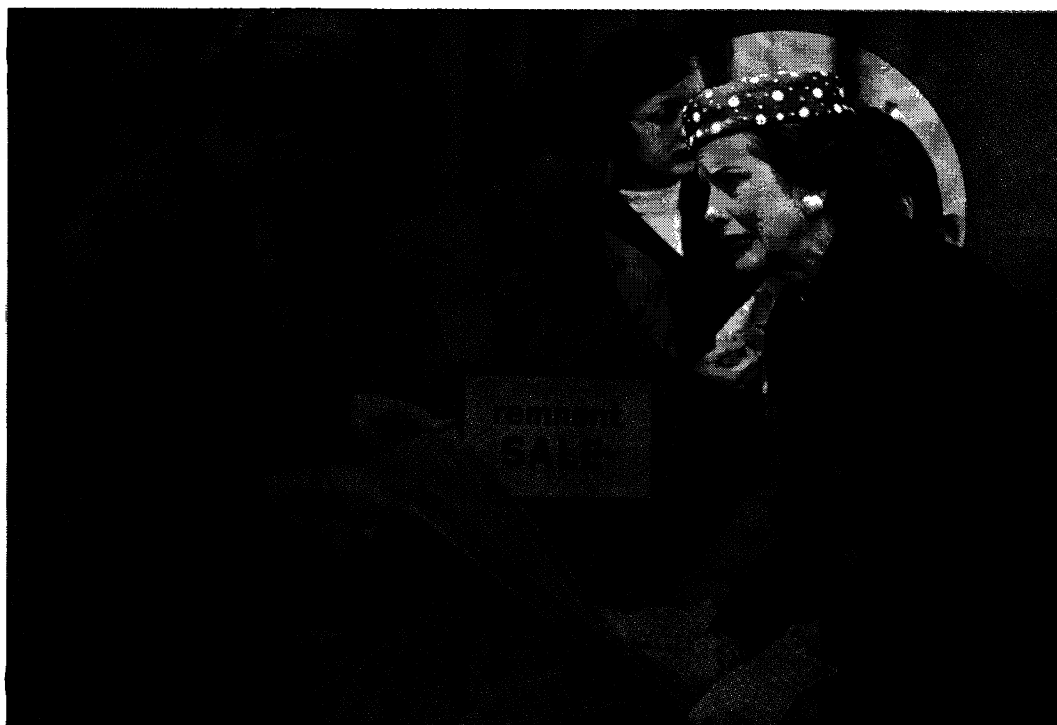
FOR OVER A QUARTER CENTURY,
AN UNEXCELLED RECORD IN
SUCCESSFUL INFANT
FEEDING



NESTLÉ *A time-honored
name in the field of
Infant Nutrition*



THE NESTLÉ COMPANY, INC., PROFESSIONAL PRODUCTS DIVISION, WHITE PLAINS, NEW YORK



THIS HYPERTENSIVE PATIENT IS A CANDIDATE FOR

VERALBA-R*

PROTOVERATRINES A AND B WITH RESERPINE

Conservative therapy in hypertension can be made more effective

EFFECTIVE: When combined with reserpine, hypotensive effects of protoveratrines A and B can be achieved with smaller dosage. Side effects are markedly reduced.

SAFE: Veralba-R can be given routinely without causing postural hypotension or impairing the blood supply to the heart, brain and other vital organs. Dosage is simple.

ACCURATE: Potency is defined by chemical assay. All ingredients are in purified, crystalline form.

Each Veralba-R tablet contains 0.4 mg. of protoveratrines and 0.08 mg. of reserpine. Bottles of 100 and 1000 scored tablets.

*Trademark

PITMAN-MOORE COMPANY • Division of Allied Laboratories, Inc., INDIANAPOLIS 6, INDIANA

for
preventing and
treating upper
respiratory
infections



new!

Achrocidin*

TETRACYCLINE-ANTIHISTAMINE-ANALGESIC COMPOUND

ACHROCIDIN provides in one tablet all the drugs which are often prescribed separately for the prevention and treatment of cold complications—conditions such as otitis, adenitis, sinusitis, and others.

This comprehensive formula 1) provides potent therapeutic and prophylactic action against a wide variety of infective organisms, 2) relieves pain and discomfort, 3) depresses fever, 4) alleviates nasal congestion.

Available on prescription only

Each tablet contains:

ACHROMYCIN® Tetracycline.....	125 mg.
Phenacetin.....	120 mg.
Caffeine.....	30 mg.
Salicylamide.....	150 mg.
Chlorothen Citrate.....	25 mg.

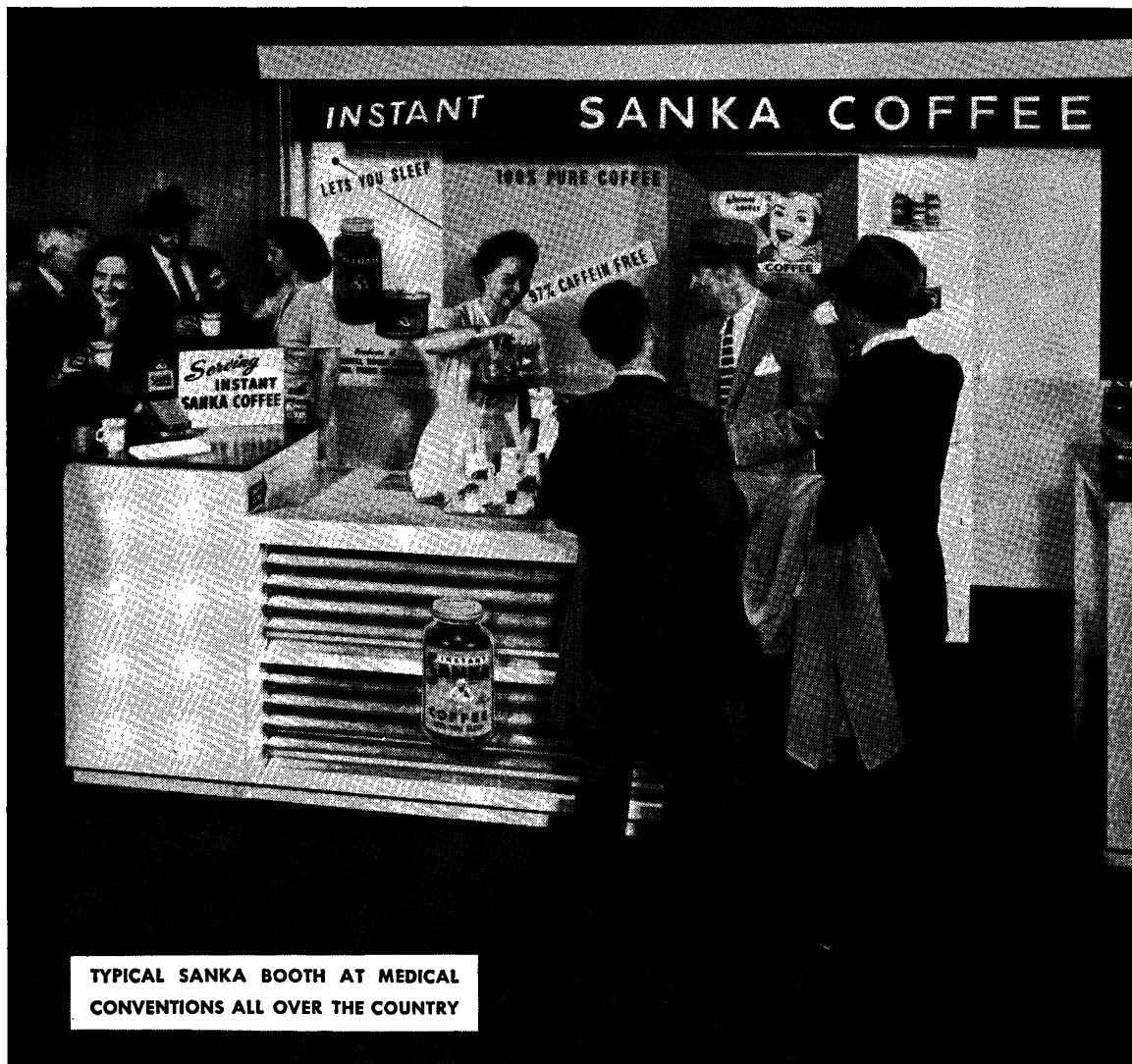
Bottle of 24 tablets.

Average adult dose: 2 tablets, 4 times daily



LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK

*TRADE-MARK



TYPICAL SANKA BOOTH AT MEDICAL CONVENTIONS ALL OVER THE COUNTRY

YOU PRAISED ITS RICH, FULL FLAVOR ... *your patients will do the same!*

"Delicious! Full-bodied!" That's how you described Instant Sanka Coffee when you tasted it at medical conventions. No wonder you were so enthusiastic!

Instant Sanka is 100% pure coffee. Only the caffeine has been removed. That's why your coffee-loving patients will be more than grateful when you tell them about Instant Sanka.

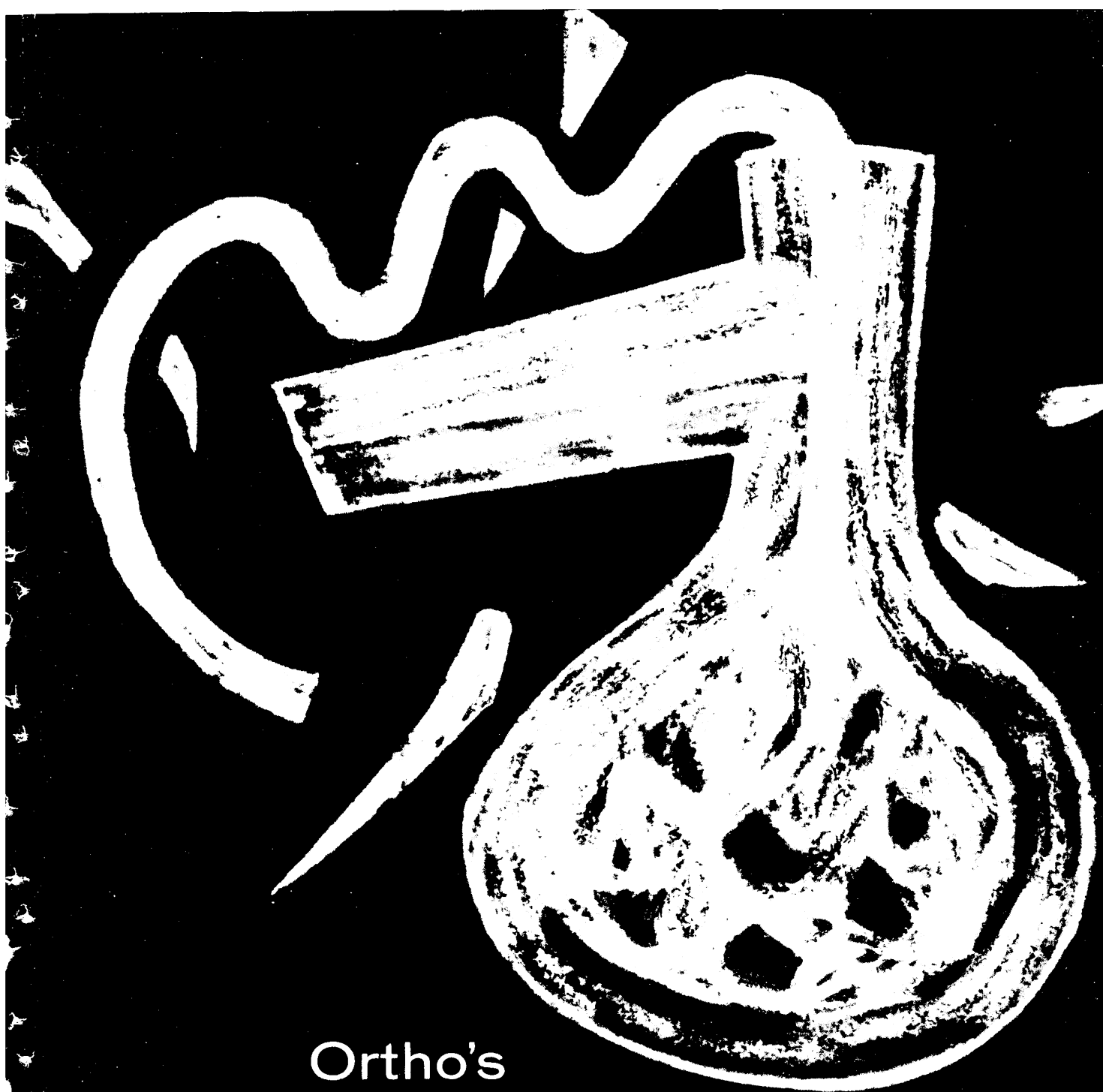
If they're sensitive to caffeine, they'll be delighted to know they can still drink all the coffee they want by switching to Instant Sanka...because

Instant Sanka is pure, pure coffee with the caffeine taken out.

**All pure coffee...
97% caffeine-free**



Product of General Foods



Ortho's

MOST SPERMICIDAL CONTRACEPTIVE

Delfen
VAGINAL CREAM TRADE MARK

HAS THE...

maximum concentration
of a new most potent
well tolerated spermicide



effective and acceptable

"In our opinion, the new contraceptive cream [DELFIN vaginal cream], when used alone, is highly spermicidal, and a satisfactory method of conception control. Its relative simplicity makes it very acceptable to the patient."*



now you can prescribe

4 sulfas

in a delicious suspension...no unpleasant aftertaste

DELTAMIDE[®]

THE PREFERRED QUADRI-SULFA MIXTURE

Suspension

Tablets



Try Deltamide in urinary tract infections. Action is rapid and side effects rare. Deltamide is economical for your patients.

Finicky patients are on your side when you prescribe Deltamide Suspension. Its delightful synthetic chocolate-like flavor completely masks the taste of sulfas. Deltamide Suspension can safely be given to children and other patients sensitive to chocolate.

Each 5 cc. teaspoonful of the Suspension, or each Tablet, supplies:

Sulfadiazine	0.167 Gm.
Sulfamerazine	0.167 Gm.
Sulfamethazine	0.056 Gm.
Sulfacetamide	0.111 Gm.

Tablets: Bottles of 100 and 1000.

Suspension: 4 and 16 oz. bottles.

When the situation also calls for penicillin—

DELTAMIDE w/Penicillin

Each tablet or 5 cc. of suspension contains—in addition—250,000 units of potassium penicillin G.

Tablets: Bottles of 36 and 100. Powder for suspension: 60 cc. bottles to provide 2 oz. of suspension by adding 40 cc. of water.



THE ARMOUR LABORATORIES

A DIVISION OF ARMOUR AND COMPANY. • KANKAKEE, ILLINOIS



Just one teaspoonful daily . . . stimulates appetite
and promotes growth in the below-par child . . .
and corrects nutritional iron deficiency.

Troph-Iron*

[B₁₂: 25 mcg.; B₁: 10 mg.; Iron (ferric pyrophosphate): 250 mg.]

Smith, Kline & French Laboratories, Philadelphia

*Trademark

MAPS

THE WORLD

AaBbCc

MmNn

ACHROM



ACHROMYCIN*

Tetracycline Lederle

in the treatment of respiratory infections

January and his associates¹ have written on the use of tetracycline (ACHROMYCIN) to treat 118 patients having various infections, most of them respiratory, including acute pharyngitis and tonsillitis, otitis media, sinusitis, acute and chronic bronchitis, asthmatic bronchitis, bronchiectasis, bronchial pneumonia, and lobar pneumonia. Response was judged good or satisfactory in more than 84% of the total cases.

Each month there are more and more reports like this in the literature, documenting the great worth and versatility of ACHROMYCIN. This antibiotic is unsurpassed in range of effectiveness. It provides rapid penetration, prompt control. Side effects, if any, are usually negligible.

No matter what your field or specialty, ACHROMYCIN can be of service to you. For your convenience and the patient's comfort, Lederle offers a *full* line of dosage forms, including

ACHROMYCIN SF

ACHROMYCIN with STRESS FORMULA VITAMINS. Attacks the infection—defends the patient—hastens normal recovery. For severe or prolonged illness. Stress formula as suggested by the National Research Council. Offered in Capsules of 250 mg. and in an Oral Suspension, 125 mg. per 5 cc. teaspoonful.



For more rapid and complete absorption.
Offered only by Lederle!

dry-filled sealed capsules

¹January, H. L. et al: Clinical experience with tetracycline. *Antibiotics Annual* 1954-55, p. 625.

Each ACHROMYCIN SF CAPSULE contains:

ACHROMYCIN

Tetracycline..... 250 mg.
Ascorbic Acid (C)..... 75 mg.
Thiamine
Mononitrate (B₁)..... 2.5 mg.

Riboflavin (B₂)..... 2.5 mg.
Niacinamide..... 25 mg.
Pyridoxine (B₆)..... 0.5 mg.
Folic Acid..... 0.375 mg.
Calcium Pantothenate..... 5 mg.
Vitamin K (Menadione)..... 0.5 mg.
Vitamin B₁₂..... 1 mcgm.



LEDERLE LABORATORIES DIVISION
AMERICAN CYANAMID COMPANY
PEARL RIVER, NEW YORK

*REG. U. S. PAT. OFF.

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F.32, 1/10 SEC., FLOODS AND SPOTS, ROYAL PAN FILM.



With little chance of error in Formula Preparation

BAKER'S MODIFIED MILK*

Feeding Directions
Baker's Modified Milk (Liquid)
(Normal dilution for liquid provides 20 calories per fluid ounce.)

	Baker's	Boiled Water
Hospital	1 part	2 parts
First week at home	1 part	1½ parts
After first week at home	1 part	1 part

Also available in powder form. Normal dilution one tablespoon to 2 ounces of water provides 20 calories per fluid ounce.

Designed for all infant feeding from birth to the end of the first year, Baker's Modified Milk is a time-saver for busy physicians and busy hospitals.

Baker's Modified Milk is furnished gratis to all hospitals for your use.

*Made exclusively from Grade A milk (U. S. Public Health Service Milk Code) which has been modified by replacement of the milk fat with vegetable and animal fats and by the addition of carbohydrates, vitamins and iron.

THE BAKER LABORATORIES, INC.

Milk Products Exclusively for the Medical Profession

MAIN OFFICE: CLEVELAND 3, OHIO

PLANT: EAST TROY, WISCONSIN

HOW OLD IS OLD ?

"The really old people are those 10 years older than myself."¹

"In the lay mind, anyone past 60 is ready for the discard . . ."²

"... there are only three principal phases in the span of life: infancy, adolescence and senescence."³

"One finds alert, interesting, active folks in the 80's and, on the other hand, there are people in the 20's and 30's who have all the characteristics of old age."⁴



THE REAL QUESTION

To the physician on the firing line of daily practice, the question of "how old is old?" seems academic. To him, a more valid question is "How can I allay the effects of the aging process?"



FIVE PROBLEMS IN AGING

The answer, according to most authorities, is manifold, for five treatable problems seem to predominate. One, obviously, is gonadal hormone decline. Another is mild anemia. A third is the decreased production of gastric and digestive enzymes. Mineral-vitamin deficiency is the fourth. And the fifth — perhaps most important — is inadequate high-quality protein intake.

THERAPY FOR AGING

Judging from this confused clinical picture of aging, therapy for the problem would appear difficult. However, most physicians agree that a product which could correct most or all of these five commonest problems would remove past obstacles to satisfactory response. Such a product would, essentially, be true "preventive geriatrics."

NEOBON'S COMPREHENSIVE FORMULA

NEOBON®, a product of Roerig research, is a blended combination of the five most commonly indicated factors for prevention or treatment of the nonacute conditions of aging. Each soft, soluble capsule provides:

- Non-stimulatory gonadal hormone replacement
- balanced hematinic component
- digestant enzyme replacement
- specially formulated mineral-vitamin combination
- new lysine, for protein improvement*

* Protein deficiency among the aging apparently stems from their excessive intake of white-flour foods which furnish incomplete protein of low biologic value. White bread protein, for example, has been shown by nutrition studies in animals⁵ to be deficient only in the amino acid, lysine. In human subjects metabolic determinations indicate that the addition of supplemental lysine to a basal white-flour protein diet can convert a negative nitrogen balance into a positive one.⁶



A WORD ABOUT SYMPTOMATOLOGY

In spite of jokes to the contrary, the patient who states in the professional office that "old age is creeping up" is a rare bird indeed.

Seldom is old age the presenting complaint. Thus the physician, after correcting the specific complaints, must re-evaluate the whole person to judge his candidacy for "preventive geriatrics."

Such people have much to gain from NEOBON therapy. The rewards are fuller, more active, more pleasurable years for patients past 40. The daily dose (3 capsules) of NEOBON provides:

L-lysine	150 mg.
Methyltestosterone	3 mg.
Ethinyl Estradiol	0.018 mg.
Pancreatic Substance***	150 mg.
Glutamic Acid	90 mg.
Rutin	15 mg.
Vitamin A (Palmitate)	6,000 U.S.P. Units
Vitamin D (Irradiated Ergosterol)	600 U.S.P. Units
Vitamin E (as Tocopheryl Acetate)	15 I.U.
Calcium Pantothenate	15 mg.
Thiamine Mononitrate (Vitamin B ₁)	1.5 mg.
Riboflavin (Vitamin B ₂)	1.5 mg.
Pyridoxine Hydrochloride (Vitamin B ₆)	1.5 mg.
Niacinamide	150 mg.
Ascorbic Acid (Vitamin C)	150 mg.
Vitamin B ₁₂ (Oral Concentrate)	3 mcg.
Folic Acid	0.3 mg.
Liver-Stomach Substance**	300 mg.
Iron (from Ferrous Gluconate)	10.2 mg.
Cobalt (from Cobaltous Sulfate)	0.1 mg.
Molybdenum (from Sodium Molybdate)	2 mg.
Copper (from Cupric Sulfate)	1 mg.
Manganese (from Manganous Sulfate)	1 mg.
Magnesium (from Magnesium Sulfate)	6 mg.
Iodine (from Potassium Iodide)	0.15 mg.
Potassium (from Potassium Sulfate)	5 mg.
Zinc (from Zinc Sulfate)	1.2 mg.

**Enzymatically active defatted material obtained from 1,500 mg. whole fresh liver and stomach.

***Enzymatically active defatted material obtained from 750 mg. of whole fresh pancreas.

Dosage: 3 capsules daily, with meals.

Supplied: Bottles of 60 capsules, prescription only.

NEW NEOBON[®] LIQUID

A GERIATRIC TONIC

Now also available for your consideration is NEOBON LIQUID, which provides hematinic action, improved carbohydrate and protein utilization, gonadal and thyroid hormone supplementation and a mild antidepressant action.

The pleasant tasting liquid is especially indicated when a combined attack against nutritional, physiological and mental depression is indicated. Each tea-

spoonful (5 cc.) of pleasant-tasting NEOBON LIQUID contains:

Ferrous Gluconate	30 mg.
Ascorbic Acid	50 mg.
d-Amphetamine Sulfate	0.5 mg.
Folic Acid	167 mcg.
Vitamin B ₁₂	2.5 mcg.
L-Thyroxine	0.1 mg.
Ethinyl Estradiol	1 mcg.
Methyltestosterone	1 mg.
Liver Fraction I	25 mg.
Ethyl Alcohol	0.5 cc.

Dosage: One teaspoonful twice daily before meals, or as required.

Supplied: In 16 fluid ounce bottles, prescription only.

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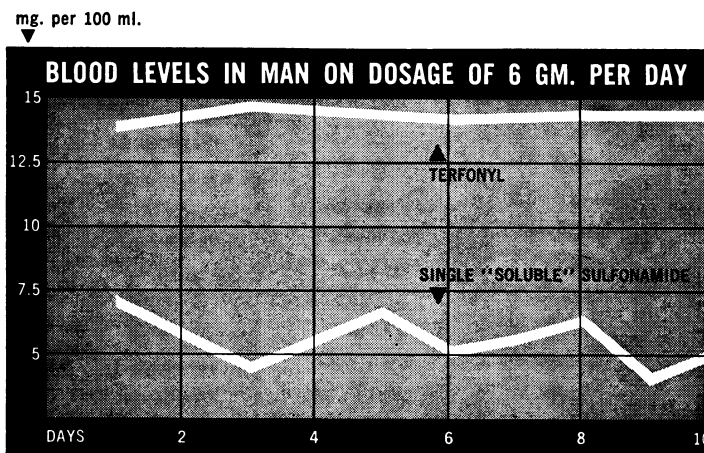


CHICAGO 11, ILLINOIS

maximum efficacy with minimum risk

Terfonyl

SQUIBB METH-DIA-MER SULFONAMIDES



— After Lehr, D., Modern Med. 23:111 (Jan. 15) 1955.

Terfonyl is absorbed as well as single "soluble" sulfonamides, but is eliminated at a slower rate. For this reason, Terfonyl blood levels are much higher.

In experimental infections (Klebsiella, Pneumococcus, Streptococcus), Meth-Dia-Mer sulfonamides have been shown to be from three to four times more effective on a weight basis than single "soluble" sulfonamides.

Toxicity is minimal because normal dosage provides only one-third the normal amount of each sulfonamide. The body handles each component as though it were present alone, although therapeutic effects are additive.

Terfonyl Tablets, 0.5 Gm., bottles of 100 and 1000.
Terfonyl Suspension, 0.5 Gm. per 5 ml., pint bottles.

0.167 Gm. each of sulfamethazine, sulfadiazine and sulfamerazine per tablet or per 5 ml. teaspoonful of suspension.

SQUIBB

'TERFONYL'® IS A SQUIBB TRADEMARK



VIATRIC
a Geriatric Formula containing
HORMONES — VITAMINS — MINERALS

VIATRIC capsules supply the patient past middle age with estrogens and androgens for their effect on protein and bone metabolism, and provide vitamins and minerals for normal metabolism ... The beneficial effect of this type of therapy on the psychic and somatic symptoms common to geriatrics, is of special importance and may be utilized to great advantage for the feeling of well being so necessary to the aging patient.

**PASADENA RESEARCH
 LABORATORIES, INC.**
 2107 E. Villa St., Pasadena 8, Calif.

EACH CAPSULE CONTAINS:

ETHINYL ESTRADIOL 0.01 mg.
 METHYL TESTOSTERONE 2.5 mg.
 VITAMIN A 5,000 U.S.P. Units
 (Palmitate)
 VITAMIN D 500 U.S.P. Units
 (Ergosterol)
 VITAMIN B-1 5.0 mg.
 (Thiamine Hydrochloride)
 VITAMIN B-2 2.0 mg.
 (Riboflavin U.S.P.)
 VITAMIN B-6 1.0 mg.
 (Pyridoxine Hydrochloride)
 VITAMIN B-12 5.0 mcgm.
 (Streptomyces fermentation
 extractive)
 INTRINSIC FACTOR
 CONCENTRATE 2.0 mg.
 NIACINAMIDE 15.0 mg.
 FOLIC ACID 0.5 mg.
 ASCORBIC ACID 50.0 mg.
 RUTIN 15.0 mg.
 CHOLINE BITARTRATE 25.0 mg.
 INOSITOL 20.0 mg.
 IRON 5.0 mg.
 (Ferrous Gluconate)
 IODINE 0.3 mg.
 (Potassium Iodide)
 FLUORINE 0.1 mg.
 (Calcium Fluoride)
 POTASSIUM 2.0 mg.
 (Potassium Sulfate)
 MANGANESE 2.0 mg.
 (Manganese Sulfate)
 ZINC 0.5 mg.
 (Zinc Sulfate)
 MAGNESIUM 2.0 mg.
 (Magnesium Sulfate)
 COPPER 0.1 mg.
 (Copper Sulfate)

*Available in bottles of
 50 and 100 capsules*





In allergy

comfortable
and alert*

*"Only a small percentage had drowsiness..."¹

R_x **Neohetramine**[®]
BRAND OF THONZYLAMINE HYDROCHLORIDE

Clinical experience^{1,3-5} has shown that Neohetramine surpasses expectations for an antihistamine preparation because:

- ... it is *well tolerated*⁶
- ... *sedation is slight, infrequent*^{1,2}
- ... it is *effective for* hay fever, allergic rhinitis and dermatitis and dermatitis urticaria, angioneurotic edema, serum sickness and other allergies responsive to antihistaminic treatment.

Supplied

Tablets—25, 50, and 100 mg.
Syrup—25 mg. per teaspoonful
Cream—2%

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NEPERA

NEPERA CHEMICAL CO., INC.
Pharmaceutical Manufacturers
Nepera Park, Yonkers 2, N. Y.

N-2616-M

UNITENSEN*-R

a combination ideally suited for treating moderate to severe hypertension where blood pressure has to be lowered

UNITENSEN + RESERPINE = UNITENSEN-R

ADVANTAGES

positive, dependable lowering of blood pressure
safety...no postural hypotension, bladder obstruction or renal complication
improvement of total circulation and increased cardiac efficiency
economy

ADVANTAGES

mild, hypotensive action
calming...tranquilizing effects
safety
well tolerated in average doses

COMBINES THE ADVANTAGES OF EACH ELIMINATES THE DISADVANTAGES OF BOTH

easier to prescribe because of the single dosage form

dependably lowers blood pressure

economical

the component drugs "acting in concert"¹ cut dosage requirements in half...practically eliminating side reactions

therapy with complete safety

1. Cohen, B.M.; Cross, E.B., and Johnson, W.: Am. Pract. 6: 1030, 1955.

DISADVANTAGES

nausea and emesis in higher dosage
some flatulence, nervousness and urinary frequency

DISADVANTAGES

slow acting
not effective alone in moderate and severe hypertension
may cause nasal stuffiness, weight gain... depression in some patients

UNITENSEN*-R

also available: **UNITENSEN*** tannate tablets
(contain cryptenamine 2 mg.)

TO SERVE YOUR PATIENTS TODAY—Call your pharmacist for any additional information you may need to help you prescribe Unitensen-R. He has been especially alerted.

Each tablet contains:

Cryptenamine 1 mg.
(as the tannate salt)
Reserpine 0.1 mg.

For prescription economy:
prescribe Unitensen-R in 50's

1 tablet t.i.d.

*T.M., Reg. U.S. Pat. Off.

IRWIN, NEISLER & COMPANY • DECATUR, ILLINOIS



she's heard the call for...





VI-DAYLIN[®]

Each 5-cc. teaspoonful of
VI-DAYLIN contains:

Vitamin A	3000 U.S.P. units (0.9 mg.)
Vitamin D	800 U.S.P. units (20 mcg.)
Thiamine Hydrochloride	1.5 mg.
Riboflavin	1.2 mg.
Pyridoxine Hydrochloride	1.0 mg.
Ascorbic Acid	40 mg.
Vitamin B ₁₂	3 mcg.
Nicotinamide	10 mg.

Abbott

The Well-Proportioned Nutrients in Enriched Bread



ENRICHED BREAD, plain or toasted, constitutes a nutritionally valuable component of the low-residue diet often prescribed in various gastrointestinal affections and following surgery on the gastrointestinal tract. In such conditions it is particularly necessary to provide adequate nutrition within the framework of a diet low in irritating substances.

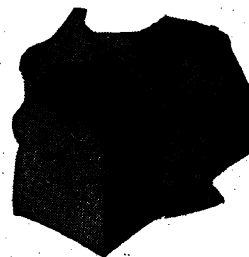
The added nutrients in enriched bread are selected qualitatively and quantitatively because of their importance in everyday nutrition. They have proved equally advantageous when dietary adjustment is indicated for therapeutic purposes.

Enriched bread is nonirritating chemically as well as mechanically. It is free from bran and contains only negligible amounts (0.2 per cent) of soft cellulosic material. Its taste appeal is no less important than its open texture, its blandness, its easy digestibility.

The ready absorption of the balanced nutrients of enriched bread implements the utilization of its important amounts of protein, B vitamins, and minerals.

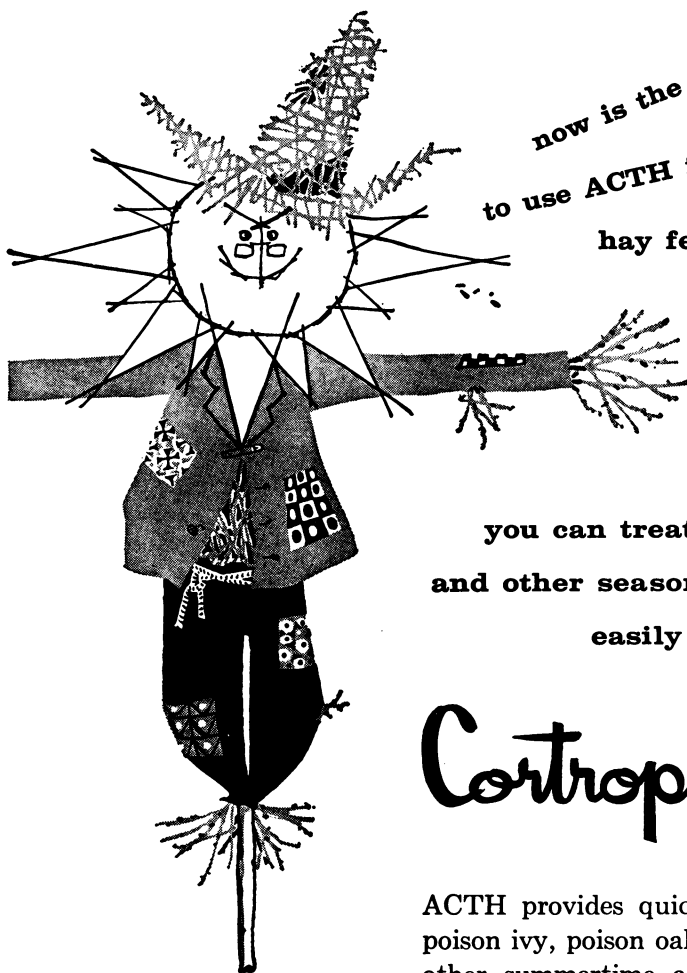
On the average, six slices of enriched bread (containing

4 per cent added nonfat milk solids), provide 12 grams of good quality protein (flour protein supplemented with milk protein), 0.36 mg. of thiamine, 0.26 mg. of riboflavin, 3.35 mg. of niacin, 3.5 mg. of iron, and 126 mg. of calcium.



AMERICAN BAKERS ASSOCIATION
20 NORTH WACKER DRIVE • CHICAGO 6, ILLINOIS

The nutritional statements made in this advertisement have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with current authoritative medical opinion.



now is the time
to use ACTH for your
hay fever sufferers

you can treat HAY FEVER
and other seasonal allergies
easily with

Cortrophin-Zinc

Supplied in 5-cc vials, each cc containing 40 U.S.P. units of corticotropin adsorbed on zinc hydroxide (2.0 mg zinc/cc).

ACTH provides quick relief in hay fever, poison ivy, poison oak, sumac, asthma, and other summertime allergic manifestations. To achieve that relief with maximal convenience and ease, use Cortrophin-Zinc. Each injection lasts at least 24 hours in the most acute cases to 48 and even 72 hours in milder cases, meaning fewer injections and less total ACTH dosage. And Cortrophin-Zinc is easy to use, since it is an aqueous suspension which requires no preheating and flows easily through a 24-26 gauge needle.

*T.M.—Cortrophin

†Patent Pending. Available in other countries as Cortrophine-Z.

Cortrophin-Zinc^{*†} an Organon development



ORANGE, NEW JERSEY

Printed in U.S.A.

Men Constantly on Their Feet...

physiologically prone to hemorrhoids

PNS[®] SUPPOSITORIES

*combine
three outstanding,
dependable therapeutic agents:*

RELIEVE PAIN

REDUCE SWELLING

PROTECT AGAINST INFECTION

Pontocaine[®] hydrochloride 10 mg.

Neo-Synephrine[®] hydrochloride 5 mg.

Sulfamylon[®] hydrochloride 200 mg.

Bismuth subgallate 100 mg.

Balsam of Peru 50 mg.

— in a cacao butter base —

Supplied in boxes of 12.

Winthrop LABORATORIES
NEW YORK 18, N.Y. • WINDSOR, ONT.



PNS, Pontocaine (brand of tetracaine), Neo-Synephrine (brand of phenylephrine), Sulfamylon (brand of mafenide) and Mucilose, trademarks reg. U. S. Pat. Off.

As an added measure to promote rectal comfort, add **MUCILOSE[®]** to the patient's diet.

This lubricating, nonirritating bulk laxative will keep stool consistency soft and facilitate evacuation.

At Last...
SIMPLIFIED NEBULIZATION THERAPY
for Asthma

Only

MEDIHALER®

***Provides Measured, Uniform Dosage Inhalation Therapy,
Trouble-Free, Promptly Effective***

- True Nebulization—80 per cent of particles measure from 0.5 to 4 microns radius—insuring effective penetration of respiratory tract.
- Medication, in leakproof, spillproof bottle, cannot deteriorate by exposure to light or oxidation. Each 10 cc. bottle provides 200 inhalations.

- Medihaler Oral Adapter is inexpensive, unbreakable. No breakage of costly glass nebulizers.

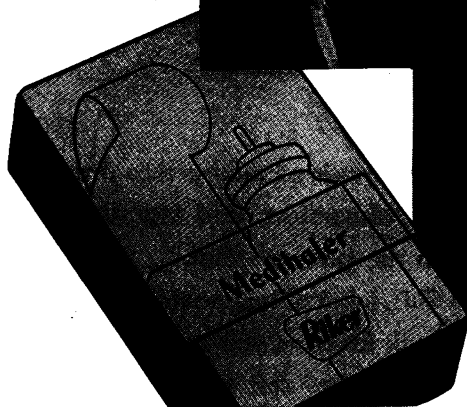
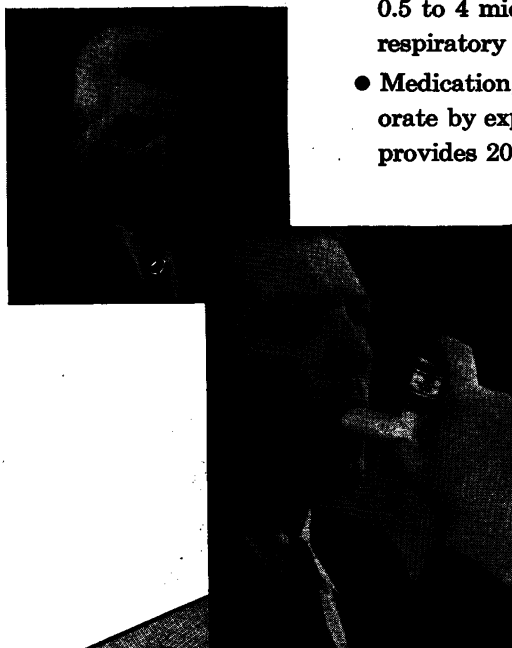
- Aerosol dose released is always the same, does not depend on patient strength or on amount in bottle. One or occasionally two inhalations provides relief for most patients. Notably safe for use with children.

***MEDIHALER-EPI™**
0.5% solution of epinephrine U.S.P.

***MEDIHALER-ISO™**
0.25% solution of isoproterenol HCl U.S.P.

In your first prescription for the patient be sure to write for medication (whichever you choose) AND the Medihaler Oral Adapter (packaged and sold separately), since medications cannot be used without Adapter. For refills, write Rx for medication only.

*The Medihaler principle of effective antiasthmatic therapy offers your favorite bronchodilators in special Medihaler aerosol form.



Another First from **Riker** LOS ANGELES



'LANOXIN' brand DIGOXIN

formerly known as Digoxin 'B. W. & Co.'®

The new name has been adopted
to make easier for everyone
the distinction between
Digoxin and Digitoxin.

Now simply write:

*'Lanoxin' Tablets 0.25 mg. or 0.5 mg.
'Lanoxin' Elixir Pediatric, or
'Lanoxin' Injection*

to provide the unchanging safety and predictability afforded by the uniform potency, uniform absorption, brief latent period and optimum rate of elimination of this crystalline glycoside.

Tablets: 0.25 mg. (white) and 0.5 mg. (green)

Elixir Pediatric: 0.05 mg. in each cc.

Ampuls: 0.5 mg. in 2 cc.



BURROUGHS WELLCOME & CO. (U.S.A.) INC., Tuckahoe, New York

Upjohn

Delta-Cortef* for inflammation, neomycin for infection:

TOPICAL OINTMENT

Each gram contains:

Delta-1-hydrocortisone acetate
5 mg. (0.5%)
Neomycin sulfate 5 mg.
(equiv. to 3.5 mg. neomycin base)
Methylparaben 0.2 mg.
Butyl-p-hydroxybenzoate
1.8 mg.

Supplied: 5-gram tubes

EYE-EAR OINTMENT

Each gram contains:

Delta-1-hydrocortisone acetate
2.5 mg. (0.25%)
Neomycin sulfate 5 mg.
(equiv. to 3.5 mg. neomycin base)

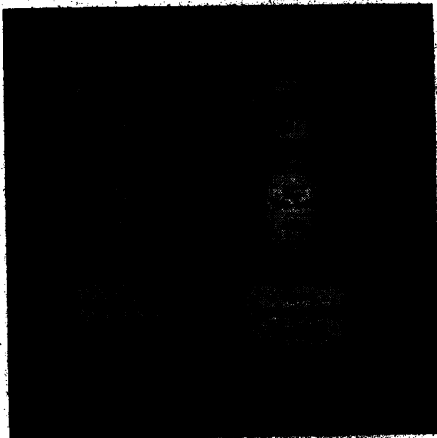
Supplied: 1/8 oz. tubes with applicator tip

*TRADEMARK

†TRADEMARK FOR THE UPJOHN BRAND OF PREDNISOLONE ACETATE
WITH NEOMYCIN SULFATE

The Upjohn Company, Kalamazoo, Michigan

Neo-Delta-Cortef†



In Congestive Heart Failure Rx 'Wide Safety Margin' GITALIGIN®

WHITE'S BRAND OF AMORPHOUS GITALIN

Authoritative investigators have reported that the digitalizing dose of Gitaligin is approximately one-third the toxic dose.¹⁻⁵

This "wide margin of safety" (difference between therapeutic and toxic doses) permits rapid digitalization and successful maintenance with a minimum of toxic side reactions—even in refractory cases where other glycosides have failed.⁶ And, cost to your patient is no greater than ordinary digitalis preparations.

Supplied: Scored tablets of 0.5 mg. Bottles of 30 and 100.

References: 1. Ehrlich, J. C.: Arizona Med. 12: 239 (June) 1955. 2. Weiss, A., and Steigmann, F.: Am. J. M. Sc. 227: 188 (Feb.) 1954. 3. Dimitroff, S. P.; Griffith, G. C.; Thorner, M. C., and Walker, J.: Ann. Int. Med. 39: 1189 (Dec.) 1953. 4. Hejmancik, M. R., and Herrmann, G. R.: Texas St. J. M. 51: 238 (May) 1955. 5. Batterman, R. C.; DeGraff, A. C., and Rose, O. A.: Circulation 5: 201 (Feb.) 1952. 6. Denham, R. M.: J. Kentucky St. M. Assoc. 53: 209 (Mar.) 1955.

It's so easy to switch to 'wide safety margin' Gitaligin. Follow these simple dosage equivalents wherever digitalis therapy is indicated:

DIGITALIS PREPARATION	AVERAGE DAILY MAINTENANCE DOSE	GITALIGIN DOSAGE EQUIVALENT (APPROX.)
Digitalis leaf	0.1 Gm.	0.5 mg.
Digitoxin	0.1 mg.	0.5 mg.
Digoxin	0.5 mg.	0.5 mg.

WHITE LABORATORIES, INC.

Kenilworth, N. J.

BREAK THE RE-INFECTION CYCLE
OF

CONJUGAL PARTNERS



IN VAGINAL TRICHOMONIASIS

VAGINAL TRICHOMONIASIS, common in women, is now recognized as a disease whose causative agent also infects the male. The number of women harboring trichomonads "...has recently been put as high as 24%."¹

Not uncommon in husbands—Evidence shows trichomonads can be found in from 5 to 15 per cent of the male population,^{2,3} or even more. Freed reported that 28.5 per cent of men in his studies were carriers.⁴ In Feo's investigation, "the incidence of non-specific urethritis cases which may be attributable to *Trichomonas vaginalis* was 36.9 per cent."⁵ Karnaky found the parasites in the urethra and prostate or under the prepuce in 38 among 150 husbands with infected wives.⁶

The symptomless vector—"...many patients with trichomonas vaginitis are infected and reinfected by coitus..."⁷ with husbands who may be highly infective without showing clinical symptoms.⁴ Infected wives can in turn re-infect husbands.

Protection against re-infection—To break the cycle of re-infection, authorities agree that the husband should use prophylactics regularly while the wife is under treatment and until it is established that her infection has

cleared—then until he is free from infection.^{2,3,8,9} Karnaky advises a period of as long as four to nine months. By this

time the husband's infection will usually die out of its own accord.⁸ Davis states: "Obviously the man who has a chronic trichomonas infection...will continue to reinfect his wife unless he wears a sheath during coitus."⁹

Prescription of prophylactics—Seek the aid of the husband when you treat the wife. "How The Husband Can Help," a booklet for patients, explains his role in the control of trichomoniasis. Copies are available upon request. Use this booklet to gain his cooperation, make explanations easier, save your time.

In prescribing prophylactics, take advantage of Schmid product improvements to win acceptance of your treatment plan. If there is anxiety that a prophylactic might retard sensation, specify XXXX (FOUREX)[®] skins. Made from the cecum of the lamb, tissue-smooth and pre-moistened, they do not dull sensory effect. If there is a preference for a rubber prophylactic, specify the superior RAMSES[®] prophylactics. These are different, transparent, very thin yet strong, of natural gum rubber.

References: 1. McEntegart, M. G.: J. Clin. Path. 5:275 (Aug.) 1952. 2. Draper, J. W.: Internat. Rec. Med. 168:563 (Sept.) 1955. 3. Bernstine, J. B., and Rakoff, A. E.: Vaginal Infections, Infestations and Discharges, New York, The Blakiston Co., 1953. 4. Freed, L. F.: South African M. J. 22:223 (Mar. 27) 1948. 5. Feo, L. G.: Am. J. Trop. Med. 24:195 (May) 1944. 6. Karnaky, K. J.: Urol. & Cutan. Rev. 42:812 (Nov.) 1938. 7. Lanceley, F.: Brit. J. Ven. Dis. 29:213 (Dec.) 1953. 8. Karnaky, K. J.: J.A.M.A. 155:876 (June 26) 1954. 9. Davis, C. H. (Ed.): Gynecology and Obstetrics (revision), Hagerstown, W. F. Prior, 1955, vol. 3, chap. 7, pp. 23-33.

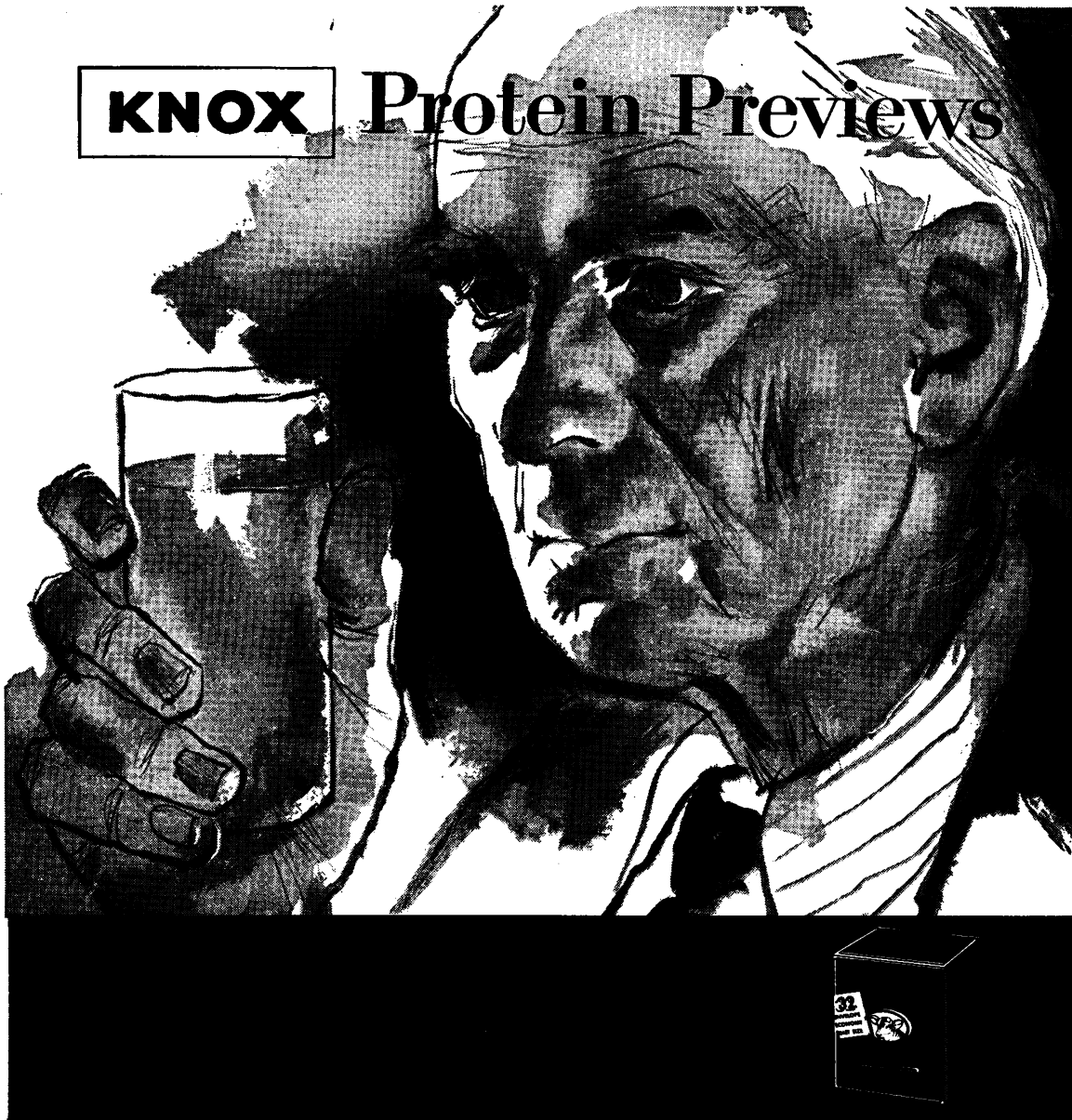
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KNOX

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Extensive loss of body protein can occur in either the spare or obese geriatric patient. But whatever the patient's somatotype, a decrease in lean body mass is usually the result of inadequate protein intake due to poor dentition, slowed-down digestion and quite frequently, unappetizing main dishes.

Knox Gelatine is an excellent non-residue protein which is easy to chew and readily digested and assimilated. As a vehicle for many foods, Knox Gelatine brightens bland diets, giving a new interest to jaded appetites. As a concentrated protein drink, Knox Gelatine supplies seven out of eight essential amino acids and a majority of the other amino acids composing protein.

Specific suggestions on how to use Knox Gelatine in different types of geriatric diets are described in the booklets listed in the coupon below.

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Professional Service Department CB-18
Johnstown, N. Y.

Indicate number of special diet booklets desired for your patients opposite title:

GERIATRIC _____ REDUCING _____
DIABETIC _____ CONVALESCENT _____

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should be able to control
any degree of failure

PATIENTS IN FAILURE NEED AN ORGANOMERCURIAL

Certain diuretics are apt to mask the gradual onset of severe failure because they are effective only in the milder ambulatory cardiacs. The recurrent accumulation of fluid permitted by intermittent or arbitrarily limited dosage must eventually progress to more severe decompensation.

Because they can control *any* grade of failure, the organomercurials improve prognosis and prolong life.

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BRAND OF CHLORMERODRIN (18.3 MG. OF 3-CHLOROMERCURI-2-METHOXY-PROPYLUREA
EQUIVALENT TO 10 MG. OF NON-IONIC MERCURY IN EACH TABLET)

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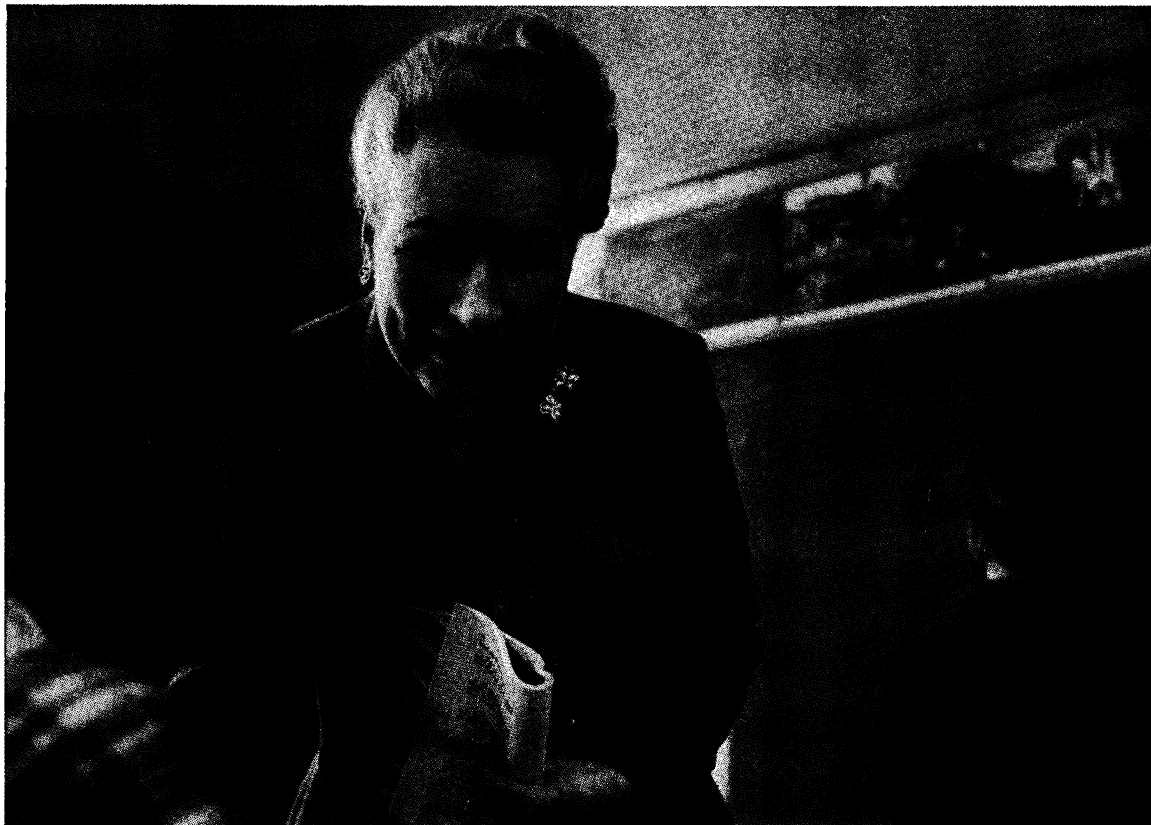
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Thiamine Mononitrate (B₁)..... 5 mg.
Riboflavin (B₂)..... 5 mg.
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Folic Acid..... 1 mg.
Pyridoxine HCl (B₆)..... 0.5 mg.
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Fluorine (as CaF₂)..... 0.1 mg.
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Magnesium (as MgO)..... 1 mg.
Potassium (as K₂SO₄)..... 5 mg.
Zinc (as ZnO)..... 0.5 mg.

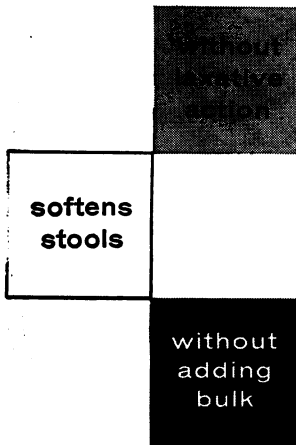
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†Antos, R. J.: A New Approach to the Treatment of Severe Constipation, *Southwestern Medicine* 37: 236-237 (April) 1956.

Colace, by reducing surface tension, increases the wetting and penetrating efficiency of fluids in the colon, keeping stools soft.

Colace is indicated in the treatment or prevention of chronic constipation or fecal impaction, or whenever stool softness is required.

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Colace Capsules...for adults and older children

Mild constipation or prevention:

50 or 100 mg. (one or two 50 mg. capsules) daily

Moderate or severe constipation:

Initially—100 mg. (two 50 mg. capsules) b.i.d. for 3 days

For Maintenance—50 or 100 mg. (one or two 50 mg. capsules) daily

Colace Liquid...for infants and children under 6 years

Initially: 1 to 2 cc. twice daily for 3 days

For Maintenance: 0.5 to 1 cc. twice daily

in enemas

Retention Enema: 5 cc. Liquid in up to 90 cc. of enema fluid.

Flushing Enema: 1 cc. Liquid for each 100 cc. of enema fluid.

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COLACE Capsules (50 mg.) and

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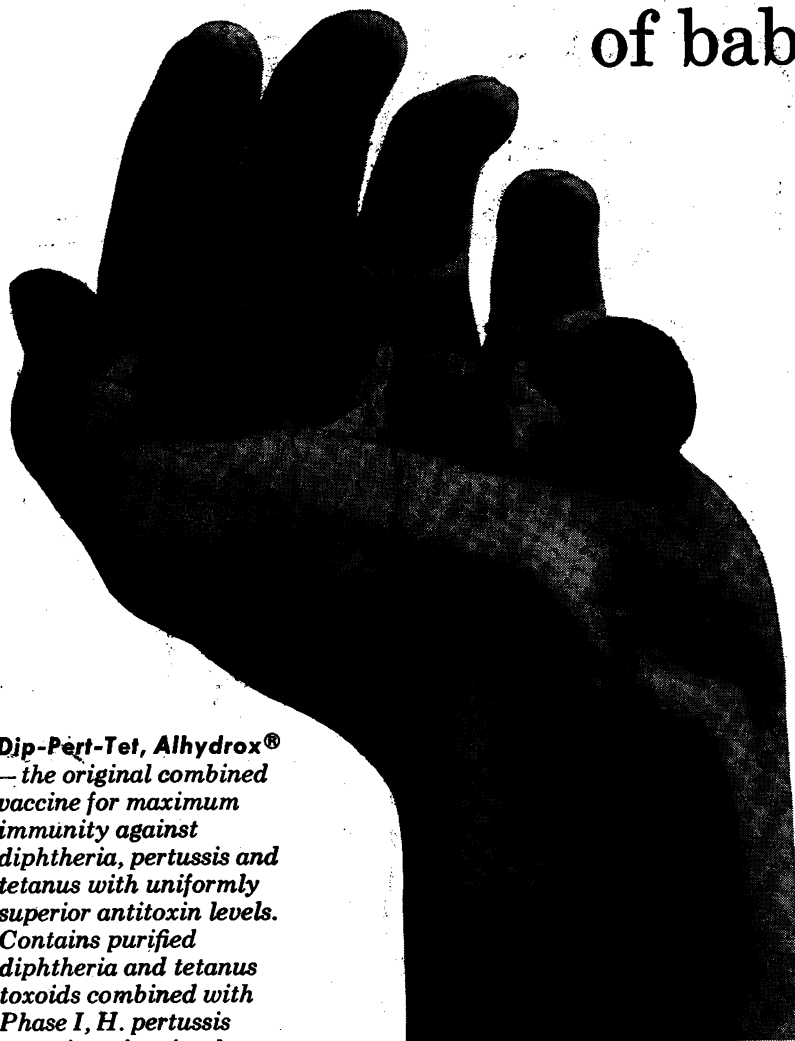
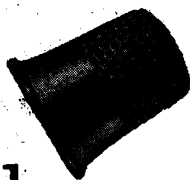


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